

# Unit 1.2: Advertisements

## Worksheet

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It is important to listen actively in class, both to your teacher and to your classmates. You can learn a lot from exchanging ideas with others.

Activity 2.5 asked you to create your own advertisement for an imaginary product. Hopefully, you learnt something useful from this, recognising that advertising is a creative and also challenging activity.

You will also learn from listening to the work of your peers. As you listen to their presentations, make notes in the spaces below, and be prepared to give positive and critical feedback.

What are the key features of the advertisement?
What techniques does the advertisement use?
How effective is the advertisement in anchoring words to images?
How creative is the advertisement, in your view?