

- The **purpose** of an advertisement is
 - to attract the attention of the viewer/reader and
 - to interest people in buying or using a product.
- The **target audience** of an advertisement is the group of people that would most probably be interested in buying a particular product.
- Advertisements use different **visual techniques** to grab your attention:
 - bright and contrasting colours
 - visible **font** size
 - interesting pictures.
- A **catchphrase** is the first line in the advertisement that grabs your attention. The font size of the catchphrase is normally bigger.
- A **slogan** is a short, catchy phrase next to or underneath the product name. Slogans use rhyme, homonyms, homophones and the repetition of words to catch your attention.



Laerskool Mikro

Total : 20

Name: _____

GRADE 7

ENGLISH FIRST ADDITIONAL LANGUAGE

TERM 2 Task 7.1

Poster

Time: 2 Days

Date: _____

A film director approaches you regarding the filming of the short story: *Lamb to the slaughter*. He wants you to create the poster. Revise page 78 in your textbook.

Your poster should contain the following elements:

- The purpose
- Target audience
- Visual techniques
- Catchphrase
- Slogan

| | 1 | 2 | 3 | 4 |
|-------------------|---------------------------------|---------------------------------|--|---|
| Purpose | Does not attract any attention | Advert achieves some attention | Advert draws the attention and causes some interest | Draws attention and causes interest superbly |
| Target audience | No target audience is noticed | A target audience can be guess. | Target audience addressed | Adverted definitely addresses the target audience |
| Visual techniques | Advert is boring and colourless | Advert draws some attention | Nice use of colour and contrast | Colour, contrast and font sizes are superbly incorporated |
| Catchphrase | No catchphrase | Catchphrase is present | Well thought-of catchphrase, but position is not considered. | Well though-of catchphrase, placed in the right position |
| slogan | No slogan | Slogan is present | Well thought-of slogan, but position is not considered. | Well though-of slogan, placed in the right position |

Assessed by: _____

_____/20