



Answer **Yes** or **No** for each of the following statements.

	Yes	No
I have seen advertisements in newspapers and magazines.		
I have heard advertisements on the radio and I have seen them on television.		
I have seen advertisements on billboards.		
I know that advertisers promote goods for sale and they also advertise services.		
I know that advertisers use both words and pictures to advertise their products.		

Word bank

A B C

logo	a design or symbol chosen by an organisation to identify its products
slogan	a short, memorable phrase which is used in advertising
manipulative language	language which is used to control or influence in a clever, emotional and sometimes even in a secret or dishonest way
aperture	an opening, hole or gap
core	the central or most important part
astronomy	the science of stars, planets and the universe
galaxy	a system of millions or billions of stars
frequencies	the number of cycles per second of a sound, light or radio wave (singular = <i>frequency</i>)
concentrated	gathered to a mass at one point
resolution	the degree to which detail is visible in a photograph
heritage	valued things that have been passed down from previous generations (for example, language and stories)

What you still need to know



Most advertisements have a logo and a slogan. Advertisers use manipulative, emotive language, such as adjectives and strong verbs to influence people to buy their products or services or to persuade them to change their point of view. If you skim an advertisement, you can work out its setting and its message.

Depending on the target audience (the people the advertisers are trying to influence), the language could be formal (very correct and used in official situations) or informal (more casual and relaxed).