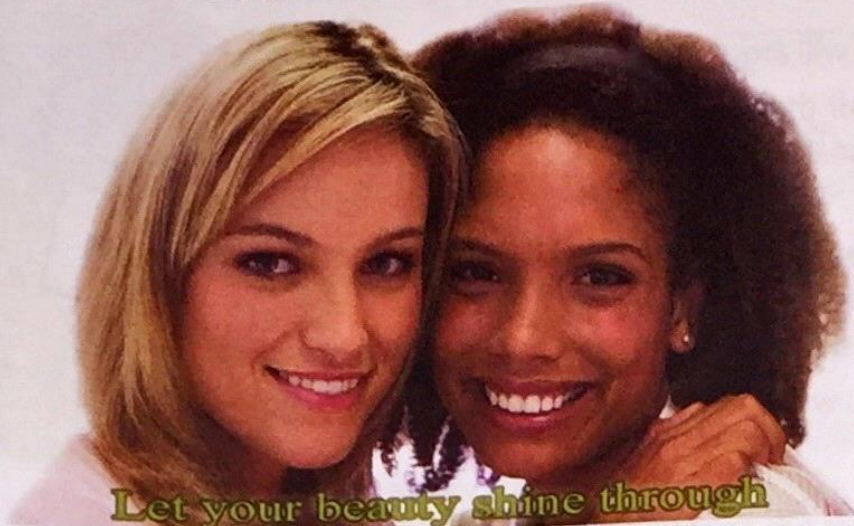


Revision activity 7

Study the advertisement below and answer the questions based on it in your exercise book.



Do you want to have beautiful skin? Look no further: **AVOIL** gives your skin an even tone and moisturises it at the same time.

This feminine facial oil combines two *miracle* ingredients – avocado and olive oil – with the following vitamins: vitamin A, D and E.

*Avoil leaves your skin feeling soft and silky, but this natural product does not make your face feel greasy.



AVOIL is kind to your skin; **AVOIL**'s green tube is kind to the environment. Recycle the green tube when you have used your last drop of **AVOIL**.

1.
 - a) Quote the catchphrase used in the advertisement. (1)
 - b) This advertisement advertises (oily avocados / avocado soap / a skin oil). (1)
 - c) Who is the target audience for this advertisement? Explain your answer by referring to the visual images and the word choice. (2)
 - d) What is the slogan of AVOIL? (1)
 - e) What does the slogan make you believe about AVOIL? (2)
2. Refer to the **rhetorical question** *Do you want to have beautiful skin?*
 - a) Do you think this is manipulative in any way? (1)
 - b) Give a good reason for your answer. (2)
3.
 - a) Refer to the following sentence from the advertisement:
Look no further: AVOIL gives your skin an even tone.
The colon is used to show that an ____ follows. (1)
 - b) Identify another use of the colon in the advertisement and explain its function. (2)
4.
 - a) Identify a conjunction in the advertisement. Write it down. (1)
 - b) The semi-colon in this advertisement can be replaced with ____ and the sentence will mean the same. (1)



Keyword

rhetorical question: a question that you don't have to answer; it makes a statement (1)

Total: 15

Revision activity 7

Learner's Book page 84

1.
 - a) "Let your beauty shine through" (1)
 - b) A skin oil (1)
 - c) Teenage girls and young women are being targeted. There is a visual of young girls with clear skin. Girls are usually the ones that want *beautiful skin*. *This feminine facial oil* shows that the product is made for young ladies. (2)
 - d) Nature's miracle (1)
 - e) The slogan makes you believe that no matter how bad your skin looks now, if you use AVOIL, a miracle will occur and your skin will be beautiful and flawless. The advertisement also makes you believe that the product is pure because it has natural ingredients in it. (Any one of the two explanations for full marks) (2)
2.
 - a) Yes, it is manipulative. (1)
 - b) Award a total of 2 marks for a sufficient explanation that is grammatically correct, for example:
Who doesn't want to have beautiful skin? The advertisers are saying: if you use this product, you will be beautiful, therefore everyone will love you. (2)
3.
 - a) explanation (1)
 - b) ... *with the following vitamins: vitamin A, D and E*. The use of the colon here is to show that a list follows. (2)
4.
 - a) and/but (1)
 - b) and (1)

Total: 15