

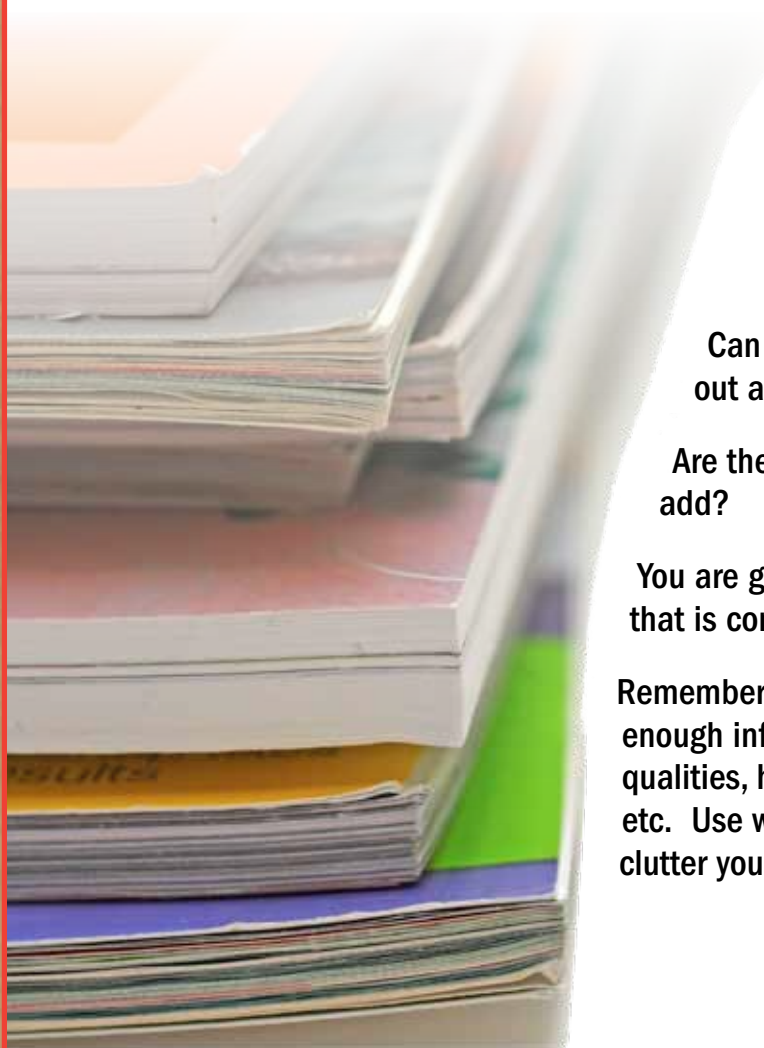
ADVERTISING

Level 3–4

Advertisers try to get readers to buy their product so they must try to attract the reader's attention. Look through magazines and newspapers and see which advertisements catch your eye.

The use of words is very important. Here are some words that are used a lot in advertisements:

**New Sale Free Look Easy
Value Save Guarantee**



Can you find an example of each? Cut it out and paste it into your book.

Are there some other words that you could add?

You are going to advertise a new rugby ball that is coming on to the market.

Remember to catch the reader's eye and give enough information, such as where to buy it, its qualities, how much it costs, what it's made of, etc. Use words and pictures, if you like. Don't clutter your picture!