

Name: _____

Date: _____

Study Skills Worksheet

Observe the advertisement below. Then answer the following questions.



Questions:

1. What factual information is implied in this ad?

- ☐ Happiness is like escaping with an umbrella.
- ☐ Coffee breaks makes you happy.
- ☐ Coffee makes you happy.
- ☐ We all need a coffee break.

2. Do you think the cup of coffee in this ad is hot or cold? Give a reason for your answer.

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3. What is black coffee?

4. Who is the target market?

5. What does the creator of the ad wants the reader to do?

6. What does the image say?

7. What does the text say?

8. What does **café** means?

9. Do you think coffee can keep people happy? Give an explanation for your answer.

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10. Can you prove that a cup of coffee can make you happy?

11. What is this ad about?

12. What is the purpose of the colours and patterns in this ad? Match the colour and its reference.

SORT ELEMENTS

reflect prestige, the colour of coffee

traditional rustic style

personal service

checkered table cloth	
the yellow background	
black	

13. Which of the following is the most important detail missing from the advertisement?

- ☐ The best way to drink coffee.
- ☐ Why coffee makes you happy.
- ☐ The price of the coffee.
- ☐ An address for the café.
- ☐ When to take the coffee break.