

Name: _____

Date: _____

Study Skills Worksheet

An **advertisement** is a notice or announcement in a public medium meant to promote a product or service, event, or job vacancy.

Advertisements have three primary objectives: to inform, to persuade, and to remind. Advertisement helps companies increase their sales and helps remind customers of their products and services, or help potential customers become aware of their products. Advertisements appear in radios, newspapers, televisions, online, leaflets, catalogues, directories, and in transit hung up outside on cars or buildings.

Study the advertisement below. Then answer the questions that follow.

GRAND BOOK SALE
Roger's Book Shop

One day only!

Wednesday, 2nd January
8:00 a.m. - 4:00 p.m.



**A wide variety of books, fiction and non-fiction,
books for research, textbooks, workbooks, fashion
books. We also have magazines.**

PRICES ARE REDUCED TO HALF PRICE

Visit us at Patterson Street, Cunupia.

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QUESTIONS

1. What is the purpose of this advertisement?

2. Which words show that this sale is for a short time?

3. Which words in this advertisement would attract customers to this sale?

4. Whom do you think you would be interested in this sale? Why or why not?

5. What is missing in this advertisement?

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Observe the advertisement, and then answer the questions.



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Questions

1. Who is responsible for this advertisement?

2. What are they advertising?

3. What action is the advertisement encouraging?

4. Where would you see this advertisement?

5. What value is the advertisement encouraging?

6. Who is in this ad?

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7. Why is it important not to waste food?
