

Grade 7 EMS Worksheet

Assessment Task: Features of advertising

Features of advertising (Individual activity)

Read the information below and answer the questions that follow.

Most advertisements consist of two parts: text and artwork. The text is called advertising copy and the artwork is called design. Each part has unique features. Advertising copy uses language in certain ways to attract attention. Examples are alliteration (repetition of sounds), exaggeration and familiar expressions.

Artwork draws attention to your advertisement. Research has shown that most people will look at the picture of an advertisement, while only some will read the text.

a) Write down the name of your favourite magazine advertisement. State which product it advertises. Describe the features of the advertising copy and the advertising design.

Self-assessment checklist

Criteria	Yes	No
I could find a favourite magazine advertisement and state which product it advertises.		
I was able to describe the features of the advertising copy.		
I was able to describe the features of the advertising design.		
I appreciate the fact that different advertisements would appeal to different people.		
I have respect for other people's opinions.		

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Suggested Solutions

Not applicable.

Appendix of Assessment Tools

Self-assessment checklist

Criteria	Yes	No
I could find a favourite magazine advertisement and state which product it advertises.		
I was able to describe the features of the advertising copy.		
I was able to describe the features of the advertising design.		
I appreciate the fact that different advertisements would appeal to different people.		
I have respect for other people's opinions.		