

SECTION C: LANGUAGE STRUCTURES AND CONVENTIONS**QUESTION 3: ANALYSING ADVERTISING**

Study the advertisement (TEXT D) below and answer the set questions.

Answer the questions set on TEXT D and TEXT E

QUESTIONS: TEXT D

Text reads:

The Nike Trainer One is not a magical toning shoe. Its Diamond FLX technology activates your muscles to work how they're supposed to, giving you faster results from all those squats, lunges and classes that you do. So you get fitter.

THIS SHOE WORKS IF YOU DO.

- 3.1 Discuss one advantage when you buy the product above. (1)
- 3.2 Describe two techniques the advertiser used in the composition of the advertisement to make the product more appealing? (2)
- 3.3 Who would be the target market of the product? (1)

Refer to TEXT E below:

- 3.4 There is not much copy (text) in this advertisement. Do you think this is an advantage or a disadvantage? Justify your answer? (2)
- 3.5 Comment on the effect of the words “From here to disappear” in the advertisement below. (1)
- 3.6 Explain “from here to disappear” in your own words. (1)

Refer to TEXT D and TEXT E

- 3.7 Which advertisement do you think is more effective? Give a valid reason for your choice. (2)

[10]**QUESTIONS: TEXT E****QUESTION 4: UNDERSTANDING OTHER ASPECTS OF MEDIA**

Study TEXT F below and answer the set questions.



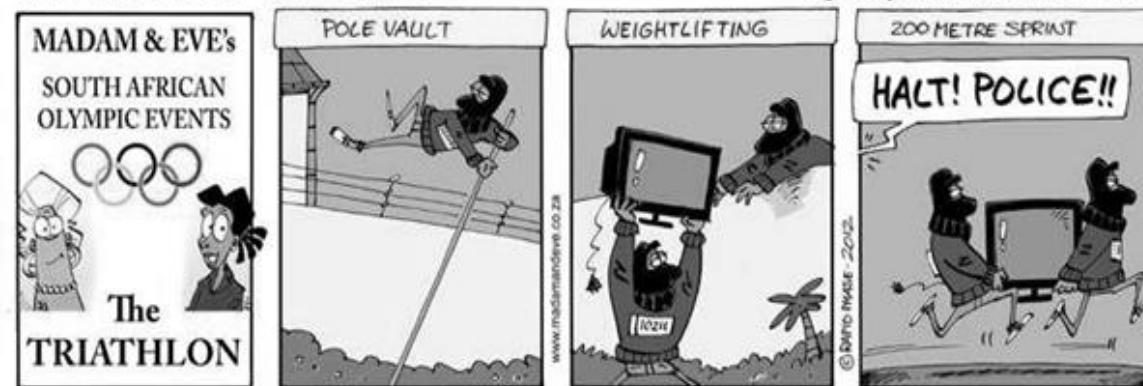
<https://s-media-cache-ak0.pinimg.com/736x/0f/d6/65/0fd6652529de00b7b6e9621af7595f72.jpg>

- 4.1 Give one word to describe the expression on Calvin's face in the first three frames. (1)
- 4.2 How does Calvin's body language in the last frame affirm what he is saying? (3)
- 4.3 Explain Calvin's reasoning (1)

TEXT G

MADAM & EVE

by Stephen Francis & Rico



http://4.bp.blogspot.com/-Pvlt_hLPUH0/UCYJb-PKeJI/AAAAAAAADWg/Uz5COUT3Aqg/s1600/sa_olympics4.jpg

- 4.4 4.4.1. The above comic strip is an example of
a. sarcasm
b. satire
c. slapstick (1)

4.5 Provide a reason for your choice in 4.4.1. (1)

4.6 Discuss the play on words in the cartoon and how it contributes to the humour (3)

[10]

QUESTION 5: USING LANGUAGE CORRECTLY

Read TEXT H, which contains some deliberate errors, and answer the set questions.