

Complete the following activity in your notebooks:

QUESTION 3 : ANALYSING ADVERTISING

Study the advertisements TEXT D and answer the set questions that follow:

TEXT D



*It's
finger lickin'
good*

**- INTRODUCING THE -
STREETWISE
VALUE BOX
— R24.90 —**

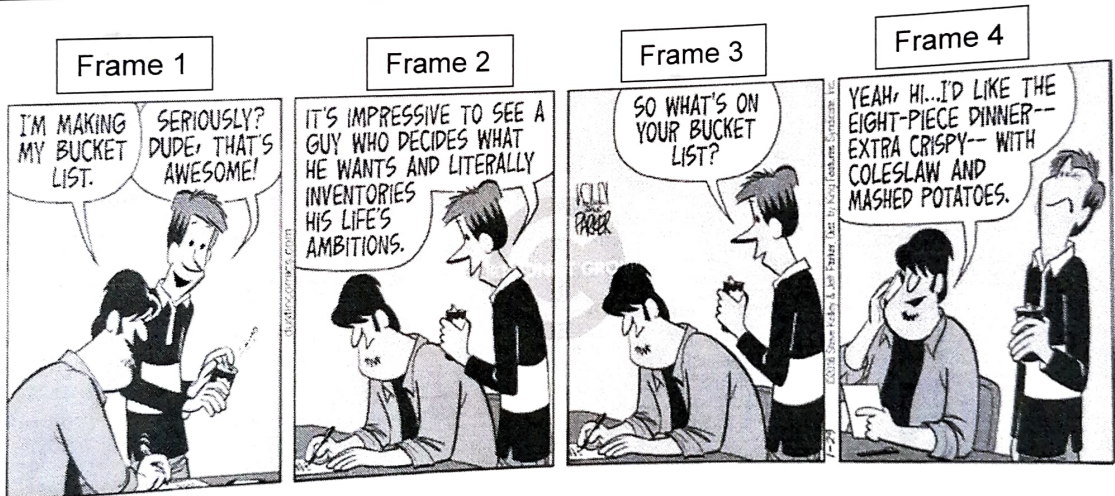
This January, we've got your back. Go to your nearest KFC and get the value Box for only R24.90. That's a Snack Burger, 2 Zinger Wings, Chips and R5 free airtime. It's the ultimate and tastiest plan to keep your January on track



QUESTIONS: ADVERT		
3.1.	Discuss how the images (the box with goodies) on the advertisement may have the impact on potential buyers?	(2) 4
3.2.	List two things one will get when buying this value box?	(2) 1
3.3.	What is the "buy-line/ slogan" of KFC?	(1) 1
3.4.	In your own words what does the writer mean by "It's the ultimate and tastiest plan to keep your January on track"	(1) 4
3.5.	Why are the words, "INTRODUCING THE -STREETWISE VALUE BOX" capitalized?	(2) 3
3.6.	Is this advertisement effective? Substantiate your answer.	(2) 4
Total 10		

QUESTION 4 : CARTOONS

Study TEXT F below and answer the set questions.



Source:		
4.1.	Comment on the cartoonist's choice of diction portraying KFC favourite meals.	(3) 3
4.2.	Which word in frame 1 indicates that the friend is inspired by what "Dude" is doing?	(2) 1
4.3.	How does the cartoonist use facial expression and diction to reveal the humour in the cartoon? (frame 4)	(3) 3
4.4.	In your opinion, do you think that the message the cartoonist is portraying, is effective?	(2) 3
Total 10		