



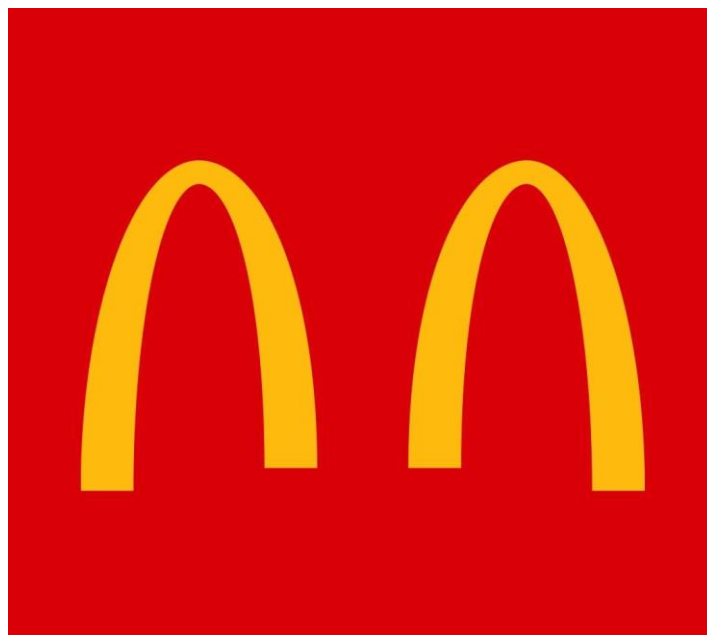
Province of the
EASTERN CAPE
EDUCATION

DIRECTORATE SENIOR CURRICULUM MANAGEMENT (SEN-FET)

HOME SCHOOLING SELF-STUDY WORKSHEET

SUBJECT	ENGLISH HL AND ENGLISH FAL	GRADE	10	DATE	06 April 2020
TOPIC	Visual Literacy – interpreting advertisements	TERM 1 REVISION	(Please tick)	TERM 2 CONTENT	(Please tick)✓
TIME ALLOCATION	½ hour	<u>TIPS TO KEEP HEALTHY</u>			
INSTRUCTIONS	Study the advertisements, read the questions carefully and provide the required answer.	1. WASH YOUR HANDS thoroughly with soap and water for at least 20 seconds. Alternatively, use hand sanitizer with an alcohol content of at least 60%. 2. PRACTICE SOCIAL DISTANCING – keep a distance of 1m away from other people. 3. PRACTISE GOOD RESPIRATORY HYGIENE: cough or sneeze into your elbow or tissue and dispose of the tissue immediately after use. 4. TRY NOT TO TOUCH YOUR FACE. The virus can be transferred from your hands to your nose, mouth and eyes. It can then enter your body and make you sick. 5. STAY AT HOME.			

Question 1: Below is the classic logo of a very popular fast food restaurant.



1. Identify the restaurant (give its name). (1)
2. In light of what is happening around the world (the Covid-19 Pandemic), why do you think the “golden arches” have been separated? Give your answer in the form of a full sentence. (2)
3. What could be a clever slogan to use along with the picture? **Remember**, a slogan is a short and striking or memorable phrase used in advertising. (Use the “Tips to keep healthy” to give you ideas). (2) [5]

Question 2: Below is an advertisement for the fast food chain, the “Hungry Lion”.



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- 1) What is significant about the use of the word “pride” in the advertisement? (2)
 - 2) What do you think the pride has spoken about and why will the Hungry Lion “be back soon”? Give your answer in two full sentences. (4)
 - 3) Is this a good advertisement? Answer “yes” or “no” and give a good reason to support your answer. Remember to look at variables such as **colour, font** and **audience engagement**. (3)
 - 4) Towards whom do you think this advertisement is aimed? (1)
- [10]

Question 3: Below is an advertisement released by the fast-food chain, “Nandos”.



- 1) This advertisement is making use of another fast food restaurant's slogan to make a point. Can you think of which fast food chain it is? (1)
- 2) Your answer to question 1 is an example of which figure of speech below?
 - A) acronym
 - B) abbreviation
 - C) initialism (1)
- 3) What do you believe is the purpose of this advertisement? Give your answer in the form of a full sentence. (2)
- 4) In light of what is happening around the world (the Covid-19 Pandemic), why is "finger licking" not good? (2)
- 5) Do you think this advertisement is spreading a good message? Give a reason for your answer. (3)
- 6) What literary device is being used in this advertisement?
Pick one: Satire or Metaphor. (1) [9]

TOTAL MARKS: 20