

What Do We Mean By 'Advertisements'?

Name: _____

Class: _____ ()

Work in pairs to decide which of the following are advertisements. Tick the 'Yes' box for those you agree are advertisements and the 'No' box for those you think are not. You must be able to say why you decided an item is an advertisement.

	Yes	No		Yes	No
postcards			art work		
billboards			T-shirts		
DVD/CD covers			television programmes		
computer games			newspapers		
magazine covers			taxis		
cartoons/comics			television guides		
picture books			exterior of airplanes		
sports clothing			free give-aways		
MTR signs			books		
web pages			film guides		
food packaging			buses		

1. What is the strangest place you have ever seen an advertisement?

2. Can you think of anywhere that is an 'advertisement-free' area?

3. What is one of your favourite advertisements? Why do you like it?

4. Why do you think we have advertisements?
