

**Ministry of Education**  
**Secondary Engagement Programme**  
**September 2020**

**WEEK ELEVEN: Lesson Two**

**Subject: English Language**

**Grade: Eight**

**Topic: Comprehension**

**Sub-topic: Advertisement**

**Objectives: After reviewing a given advertisement, Grade 8 students will correctly answer questions based on same.**

**Concept:** An advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales.

**Instruction:** Read the advertisement below then answer the questions that follow.

# It doesn't take a genius.



**IPHONE 5**  
4.0" screen  
4G LTE  
Retina Display  
1136 X 640 resolution  
Up to 225 hrs standby time  
Up to 8 hrs talk time  
Full HD 1080p video recording  
3.95 oz weight  
1GB RAM  
Siri  
16, 32 or 64GB fixed internal storage  
iOS 6.0 OS  
A totally different plug



**GALAXY S III**  
4.8" screen  
4G LTE  
HD Super AMOLED™ Display  
1280 X 720 HD resolution  
Up to 730 hrs standby time  
Up to 11.4 hrs talk time  
Full HD 1080p video recording  
4.7 oz weight  
2GB RAM  
S Voice  
16 or 32 fixed + up to 64GB microSD storage  
Android 4.0 OS  
Standard micro USB plug  
NFC  
Smart Stay  
S-Beam  
ShareShot  
Group Cast  
Direct Call  
Smart Alert  
Tilt to Zoom  
Palm Swipe Capture  
Palm Touch Mute Pause  
Picture In Picture  
Turn Over To Mute  
Shake To Update  
Removable battery

The Next Big Thing Is Already Here  
**GALAXY S III**

 /SamsungMobileUSA

**SAMSUNG**

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## QUESTIONS

1. What is the product being advertised?
2. Who is the advertisement targeting? Give ONE reason for your answer.
3. List THREE features of the main product identified.
4. Identify TWO similarities between the two products displayed in the advertisement.
5. Identify TWO differences between the two products displayed in the advertisement.
6. What is ONE literary device that the advertiser uses to help us believe that his product is the best on the market?
7. Explain the slogan; “It doesn’t take a genius”.

8. Does the advertisement include any reason for you to believe the benefits you can experience when you purchase the product?
9. Does the advertisement want you to learn more about the product?
10. Which of the two products is better? Give ONE reason for your answer.

## ANSWER SHEET

### ANSWERS

1. Product:

- A Samsung Galaxy S 111 Smartphone

2. Target audience:

- the ordinary person

Reason for answer:

- The catch phrase/ slogan is, “It doesn’t take a genius”,

3. Features of the main product:

- extensive internal memory
- light weight
- palm swipe, touch
- high definition video recording
- shake to update
- removable battery

4. Similarities:

- both utilizes 4G LTE networking
- both have Full HD Video Recording

5. Differences:

- standby and talk time differs
- differences in display
- their weight differs

6. Literary Device:

- Use of contrast to highlight key, superior features of the Samsung Galaxy S 111 Smartphone.

7. Slogan/ Catch Phrase Explained:

- the features of the Samsung Galaxy far outweigh its competitor so it is easy to see which is the superior phone.

8. No. The advertisement does not include any reasons for us to believe the benefits the customer can gain from purchasing the product. It is not endorsed by anyone.

9. Yes. The advertiser included the Facebook icon in the advertisement. Customers are therefore given the opportunity to visit the company's Facebook page for more information.

10. Advertisement Enhancement:

- add colour to the main image advertised
- add endorsements
- make use of repetition, rhetorical questions etc.