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| **שם ביה"ס, רשות:** | מקיף ד', אשדוד |
| **שם המורה:** | מירה שריקי |
| **שם המדריכה:** | זהבה אפל |
| **שם הפעילות:** | different forms of advertising |

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**Online Lesson 3: Advertising  
In this task we are going to analyze and evaluate different forms of advertising.**

1. **Watch the following video clips/ads .   
   ad1:** [**http://www.youtube.com/watch?v=OMuqw03jjgY**](http://www.youtube.com/watch?v=OMuqw03jjgY) **ad2:** [**http://www.youtube.com/watch?v=RVWFtrXr2Is**](http://www.youtube.com/watch?v=RVWFtrXr2Is) **ad3:** [**http://www.youtube.com/watch?v=1v1bt0XidDo&NR=1**](http://www.youtube.com/watch?v=1v1bt0XidDo&NR=1) **ad4:** [**http://www.youtube.com/watch?v=4BdXd7aRyF4**](http://www.youtube.com/watch?v=4BdXd7aRyF4) **ad5:** [**http://www.youtube.com/watch?v=YxdL5Wgnsjw&feature=related**](http://www.youtube.com/watch?v=YxdL5Wgnsjw&feature=related) **How is this form of advertising called ?**
2. **Answer the following questions regarding the commercials you saw:  
   a. What is the product in each ad?  
     
   b. What is the slogan?  
     
   c. What are the messages used?  
     
   d. What kind of technique is used in the ad?   
     
   e. What is the target population in each ad?**
3. **A. Search the net for an advertisement.  
   Copy the advert and paste it in a new word document.**

**Example:** [**http://theshoeplace.biz/black-logger-boots.html**](http://theshoeplace.biz/black-logger-boots.html)

**  
 Describe the product/object in the ad (general description size color shape material) and its use.   
You can use these links for a list of adjectives.**[**http://www.examples-help.org.uk/parts-of-speech/list-of-adjectives.htm**](http://www.examples-help.org.uk/parts-of-speech/list-of-adjectives.htm)[**http://www.keepandshare.com/doc/12894/adjective-list**](http://www.keepandshare.com/doc/12894/adjective-list)[**http://www.enchantedlearning.com/wordlist/adjectives.shtml**](http://www.enchantedlearning.com/wordlist/adjectives.shtml)

**Use at least 5 adjectives in your description.   
  
B. Now think about a present that you want to buy your best friend for his/her birthday. Search the net for an ad. Write a paragraph describing what you want to buy and why. Write about 60 words.**

**4. PROJECT: Writing Your Own Advert  
  
STEP 1: Decide on a product you would like to advertise and who you are selling it to.  
  
STEP 2: Make sure you know how to use the comparative and superlative forms of adjectives. (Click this link for help)** [**http://www.eflnet.com/tutorials/adjcompsup.php**](http://www.eflnet.com/tutorials/adjcompsup.php)

**You will need these forms for your advert.  
   
STEP 3: Surf the net to get ideas for slogans and pictures.  
  
 STEP 4: Choose at least three advertising techniques to use.   
  
STEP5: Add pictures and/or illustrations for your project.**

**STEP 6: You may decide to use a famous person to help you sell your product.   
  
STEP 7: Present your work to the class**

**[](http://images.veer.com/Marketplace/1682325_P_Advertising-word-cloud.jpg)**