

Advertising: reading and writing tasks

1 Look at the following advertisement headings for sales. Match the headings in column A with the headings in column B which have the same meaning.

A	B
Buy one - get one free	Reductions all month!
Hurry! Buy Now!	Nothing to pay for the first 30 days!
Free for a month	Don't delay – buy today!
50% off!!!	Two for the price of one
January sale	Half price bargains!

2 Read this advert: what is the name of the shop? How many offers are there?

3 Read it again and look at the style of the advert. Look at the punctuation, the verbs, the heading and the adjectives.



LOOK!
Two for the price of one!

Amazing!



Fantastic Thomson sale starts today!!
Buy a pair of Thomson's glasses and get a second pair absolutely free!

Don't delay - visit our shop today.
Prices start at £75,
designer frames start at £130.

For more information call now: 314 678
Thomson the Opticians
34 The High Street, Nortonville
Free eye test too!!!

4 What do these shops sell?

- Anthony's Autos
- Tip Top Fashion
- Interiors

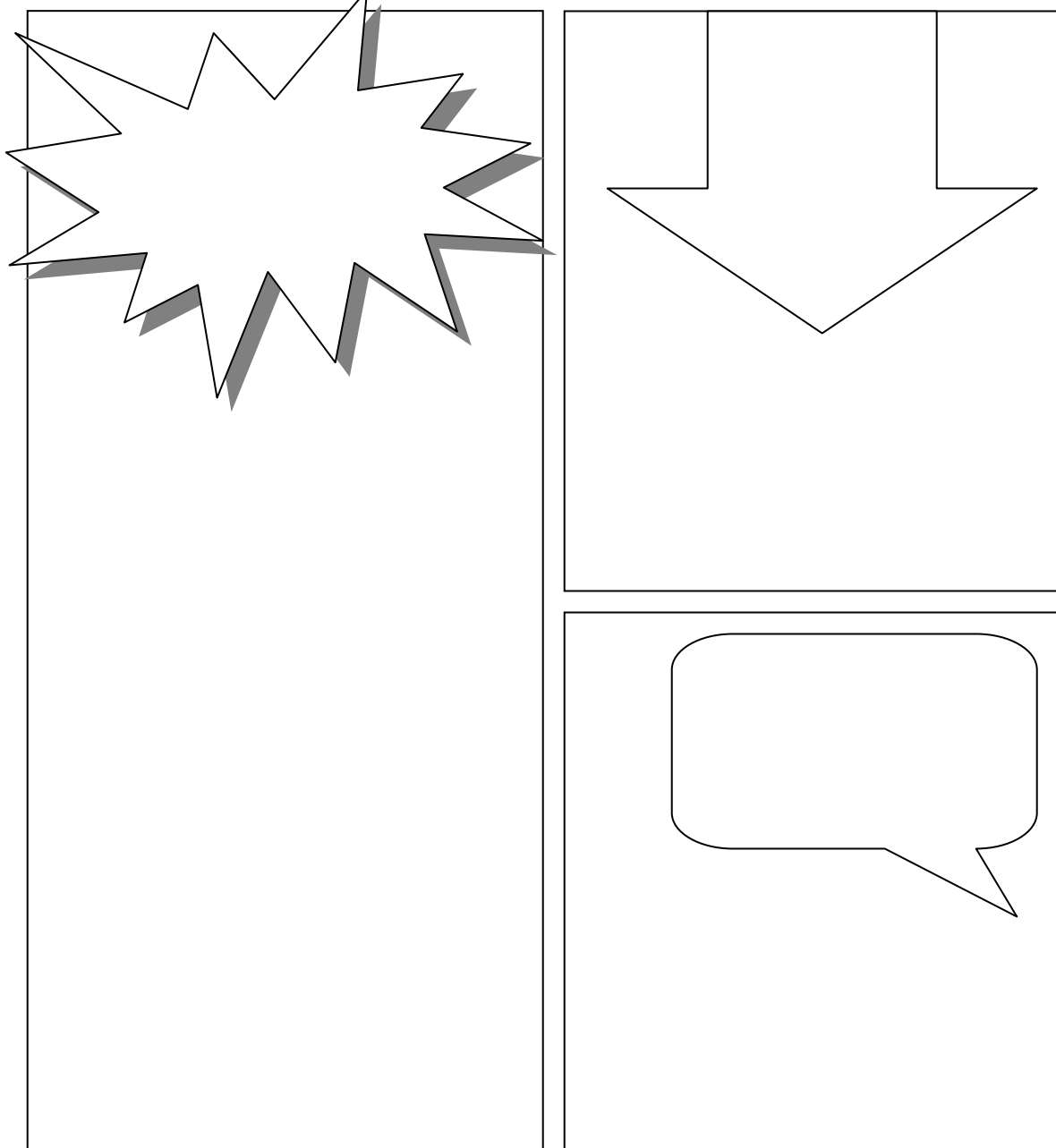
5 Which phrases go with which shop?

air-conditioning
easy to wear
elegant but simple style
everything for the home
creative designs
family cars
4 x 4s
free catalogue

free delivery
free test drive
friendly staff
huge savings on
selected models
high quality
large choice of colours
modern kitchens

new or second-hand
open 7 days a week
lighting
sizes 10-24
professional advice
two or four-door
visit our showroom
was £9,095 now £7,342

● sale ● sale ● sale ● sale ● sale ● sale ● sale ●



- One World Magazine -