



## J. Text Features of a Print Advertisement

### \*Teacher Preparation

I. Read the information.

Printed adverts are often colourful, with bold, bright headings and eye-catching phrases. The advert should attract attention and should provide a solution to a problem.

The advert will usually include:

- The name of the product or service
- A message to its target market / audience
- A special offer, sale, discount
- A strong headline
- Support for the offer, such as: facts research, stats, testimonials, guarantees, etc.
- Strong visual elements and pictures that illustrate the message of the headline
- A strong "CTA" or Call To Action such as a gift, reward, benefit, etc.
- Ways to communicate, e.g. phone number, website, etc.
- A simple clean layout that illustrates the sequence of the elements of the offer

**SALE!**

**the bag shop.**

**While stocks last!**

**OPENING & CLOSING TIMES**

Monday 10:00 - 18:00  
Tuesday 10:00 - 18:00  
Wednesday 10:00 - 18:00  
Thursday 10:00 - 18:00  
Friday 10:00 - 18:00  
Saturday 11:00 - 17:00  
Sunday 12:00 - 17:00

**Tel: 49348532**  
**[www.thebagshop.ie](http://www.thebagshop.ie)**



2. Read the text and answer the questions:



**Tip Top Tea**

*...will make you feel calm, tranquil  
and connected.  
In fact, you'll feel tip top!*

The Top Tea Company has been a family-run business since 1935, blending teas from the selection of the finest ingredients. We are dedicated to your tea enjoyment!

Our herbal teas are made from a variety of aromatic plants whose flavours blend beautifully with fruits or spices to produce a naturally caffeine-free brew that makes it a perfectly relaxing choice at any time of your day.

Our Green Tea is famous. The tea is made from delicate, tender green tea leaves from China's Fujian Province which are harvested each May and steam-fired to maintain their flavour. They are then placed with jasmine buds, which open slowly to release share their fragrance.

Please get in touch with us to make a suggestion, leave a comment or place an order.

Tip Top Tea Company, PO Box 29136, Dublin, Co. Ireland  
Email: [teamaker@tiptoptea.com](mailto:teamaker@tiptoptea.com)





### Level 3 Communications

3. Is this a biased text? Give reasons for your answer.

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4. What kind of text is this?

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5. Give 2 features of this type of text.

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6. What pre-reading strategies could you have used for this text?

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7. Name 2 facts and 2 opinions from the text.

Facts

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Opinions

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