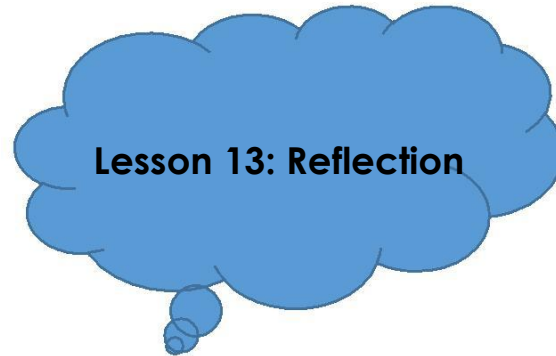


Name: \_\_\_\_\_



**Evaluate your awareness of verbal, visual, and sound techniques used in advertisements.**

|                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>When I read, see, or hear ads, I notice the colour choices.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p>         | <p>When I read, see, or hear ads, I notice the size of the ad.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p>                  |
| <p>When I read, see, or hear ads, I pay attention to the use of sound.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p> | <p>When I read, see, or hear ads, I recognize ads that compliment the customer.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p> |

|                                                                                                                                                                                                                         |                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>When I read, see, or hear ads, I notice the logo.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p> | <p>When I read, see, or hear ads, I recognize unfinished comparisons.</p> <p><input type="checkbox"/> always</p> <p><input type="checkbox"/> usually</p> <p><input type="checkbox"/> sometimes</p> <p><input type="checkbox"/> never</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Now complete these sentences.**

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <p>A product name that I think is very catchy or appealing is _____ because _____.</p> |
| <p>A product slogan that I remember is _____ because _____.</p>                        |
| <p>An image I remember from an ad is _____ because _____.</p>                          |
| <p>A song or jingle I remember from an ad is _____ because _____.</p>                  |