



Subject: Grade 7 English
Topic: Visual Literacy: Advertising
Total: 28 Marks

Name: _____

Date: _____

This image refers to question: 1, 2, 3



Question 1: True/False

2 marks

There is more than one way that you can contact South African Airways.

TRUE

FALSE

Question 2: Text Input

3 marks

What airline is being advertised here?

Answer with only the acronym.

Question 3: True/False

2 marks

The **target market** of this advertisement is only adventurous people.

TRUE

FALSE

This image refers to question: 4, 5



Question 4: True/False

2 marks

Rugby is an individual sport.

TRUE

FALSE

Question 5: Text Input

3 marks

Is the following expression an example of literal or figurative language?

"Some of us carry our heart in our hands."

Answer only with "**literal**" or "**figurative**".

This image refers to question: 6, 7, 8, 9



Question 6: Text Input

3 marks

What feature does this product have that makes it unique?

Quote from the advertisement as your answer.

Question 7: Text Input

3 marks

What brand of shoes is being **advertised** here?

Answer with only the name.

Question 8: Multiple Choice

4 marks

SKECHERS is a performance **brand**, and the shoes in this advertisement could be used for many sports activities such as

- | | |
|----------|-------------------|
| A | running |
| B | aerobics |
| C | walking |
| D | All of the above. |

Question 9: True/False

2 marks

Skechers is NOT a well-known brand.

TRUE	FALSE
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This image refers to question: 10



Question 10: Please Fill In The Blanks

4 marks

The word "rodents" refers to (1) and (2) , although this product is specifically focused on killing the latter of the two.

Select your answers in alphabetical order.

Possible Answers: rats | cats | spiders | mice

1	
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2	
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