



**Subject:** Grade 8 English: First Additional Language

**Topic:** Visual Literacy: Advertising

**Total:** 33 Marks

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1. B: humorous 4 marks

**Explanation:**

Burger King uses visually appealing advertisements, usually ones that bash McDonalds, to pull customers attention to their name.

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2. Big mac | Whopper 4 marks

**Explanation:**

The 'big mac' and 'whopper' burgers are the most popular burgers sold at McDonald's and Burger King respectively.

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3. A: This coffee is so strong that it will keep you awake. 4 marks

**Explanation:**

Coffee contains high levels of caffeine which could keep you awake.

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4. false 2 marks

**Explanation:**

There are many ways to drink coffee - with or without milk, with or without sugar or with or without cream.

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5. alliteration | "alliteration" 3 marks

**Explanation:**

Alliteration is the repetition of consonants - "**B**eans and **B**eyond".

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6. work 3 marks

**Explanation:**

If you had a long or restless night coffee will keep you wide awake for work the next day.

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7. D: an area where a person's view is obstructed. 4 marks

**Explanation:**

The word "blind" implies that you cannot see, therefore a 'blind spot' is an area where a person's view is obstructed.

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8. false

2 marks

**Explanation:**

It is important for a cars headlights to be turned on at night to improve visibility on the road.

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9. C: striving to have the best in quality vehicles.

4 marks

**Explanation:**

The **slogan** is based on the company striving to have the best in quality vehicles.

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10. logo

3 marks

**Explanation:**

The **Nike Logo** - known as the '**Swoosh**' - is the simplest logo imaginable, consisting of only one tick.

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