



Subject: Grade 8 English: First Additional Language

Topic: Visual Literacy: Advertising

Total: 36 Marks

1. A: It is in the wrong box.

4 marks

Explanation:

A whopper should be packaged in a Burger King box, not a Big Mac box.

2. enlarged | hungry

4 marks

Explanation:

By enlarging the picture, it makes you feel hungry.

3. whopper | "Whopper" | a whopper

3 marks

Explanation:

The Burger King slogan is 'home of the **whopper**'.

4. owl | "owl" | an owl

3 marks

Explanation:

The coffee beans and coffee cups symbolise an image of an **owl**.

5. Beans | and | Beyond

6 marks

Explanation:

The logo of this advertisement is "**Beans and Beyond**".

6. idiom

3 marks

Explanation:

An idiom is a group of words established by usage as having a meaning not deducible from those of the individual words - night owl.

7. after | "after"

3 marks

Explanation:

This advertisement was captured **after** dark which emphasises the '**night vision with pedestrian detection**'.

8. slogan | the ultimate driving machine

4 marks

Explanation:

BMW's **slogan** for their large number of vehicles is "**The Ultimate Driving Machine**".

9. true

2 marks

Explanation:

According to **BMW**, the cars stop fast because the **speed** that matters most is 'the speed of safety'.

10. B: exercise

4 marks

Explanation:

In the fine print of the advertisement '**as you work out**' shows the reader that these shoes are ideal for exercise.

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