

Hugo

This task involves analysing the construction of messages in a short advertising video clip.

Watch the following video. Click the play button to start the video.

a) Who is narrating the advertisement?

b) This advertisement is from the 1970s.

What are **three** ways that it is different from modern fast food advertising?

1. 2. 3.

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c) Describe **three** reasons why it would not work as a modern fast food advertisement.

1. 2. 3.

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d) Do Hugo and his family look like New Zealanders? Why or why not?