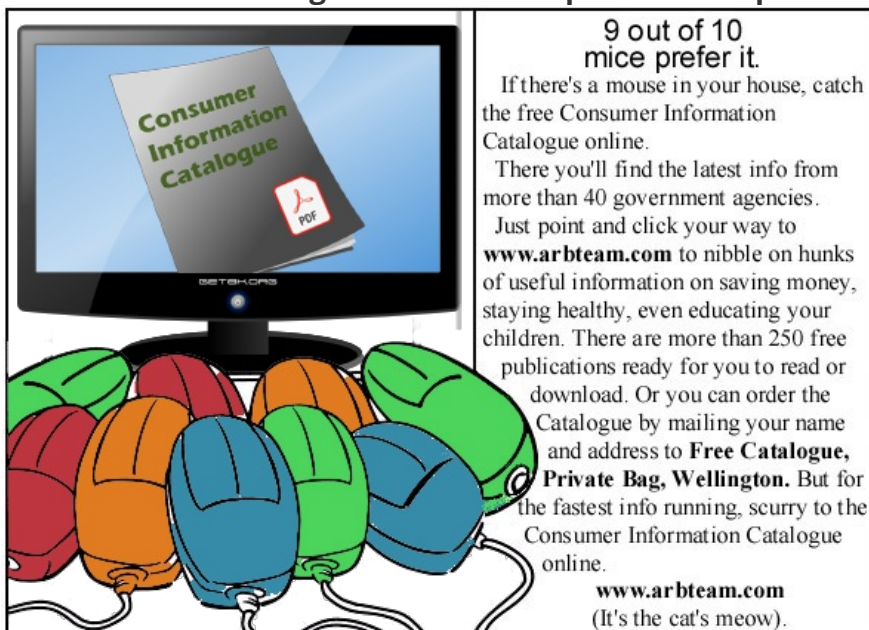


Consumer information

This task is about understanding the use of metaphors and superlatives in a text.



9 out of 10 mice prefer it.

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(It's the cat's meow).

- a) This advertisement uses an extended metaphor relating to mice and computers.
List **three** words or phrases from the advertisement (excluding the title), which allude to mice.

1.
2.
3.

- b) What effect does the use of an extended metaphor have?

- c) Give **five** examples of the language of computers or the Internet used in the advertisement.

- d) Name one technique the writer has used to make the language in this advertisement more informal and give an example of this from the advertisement.

Technique e.g.,

- f) Give an example of a superlative from this advertisement.