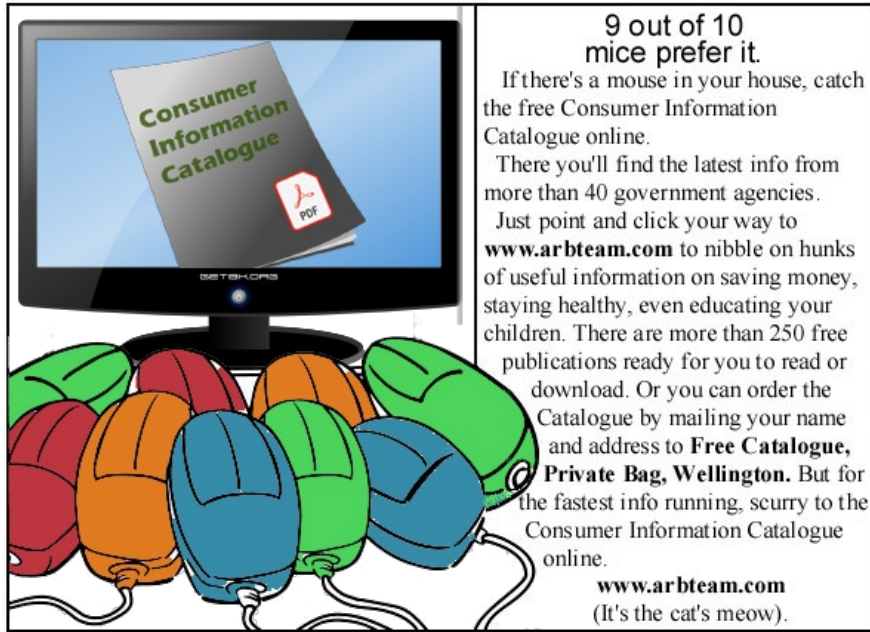


# Consumer information

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



**9 out of 10 mice prefer it.**

If there's a mouse in your house, catch the free Consumer Information Catalogue online.

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**www.arbteam.com**  
(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.