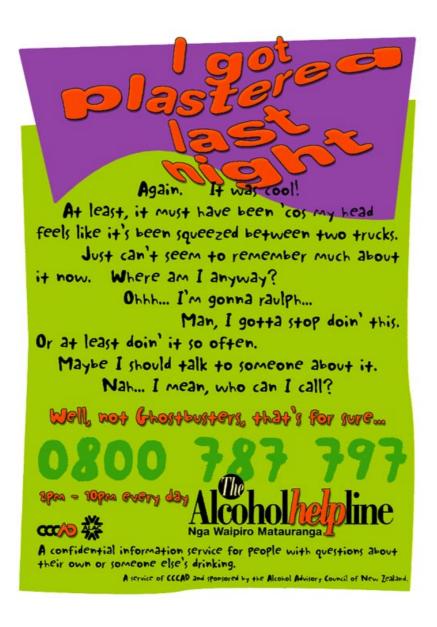
Getting plastered

This task is about understanding the language used in an advertisement.



a) i)		Who is the target audience of this advertisement?		
	ii)		he advertisement to support your answer.	
b)	b) Write down two physical effects of alcohol expressed in the advertisement and g from the text to support your answer.			
	i)	Effect	Quote	
	ii)	Effect	Quote	
c)	"My		used in: queezed between two trucks". rme (C) Metaphor D) Simile	
d)		rovide examples used in this advertisement that make the language seem informal or olloquial.		
	i)	Slang:	Example	
	ii)	Invented word:	Example	
	iii)	Humour:	Example	
	iv)	Contractions:	Example	
	٧)	Sentence fragment:	Example	
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Study the advertisement and answer the questions that follow.