

# Getting plastered

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

**I got plastered last night**

Again. It was cool!

At least, it must have been 'cos my head feels like it's been squeezed between two trucks. Just can't seem to remember much about it now. Where am I anyway?

Ohhh... I'm gonna raulph...

Man, I gotta stop doin' this. Or at least doin' it so often. Maybe I should talk to someone about it. Nah... I mean, who can I call?

**Well, not Ghostbusters, that's for sure...**

**0800 787 797**

2pm - 10pm every day

**The Alcoholhelpline**  
Nga Waipiro Maturanga

**CCCAD** 

A confidential information service for people with questions about their own or someone else's drinking.

A service of CCCAD and sponsored by the Alcohol Advisory Council of New Zealand.

Study the advertisement and answer the questions that follow.

a) i) Who is the target audience of this advertisement?

\_\_\_\_\_

ii) Write down a phrase from the advertisement to support your answer.

\_\_\_\_\_

b) Write down **two** physical effects of alcohol expressed in the advertisement and give a quote from the text to support your answer.

i) Effect \_\_\_\_\_ Quote \_\_\_\_\_

ii) Effect \_\_\_\_\_ Quote \_\_\_\_\_

c) Identify the poetic technique used in:

"My head feels like it's been squeezed between two trucks".

**(A)** Personification **(B)** Rhyme **(C)** Metaphor **(D)** Simile

d) Provide examples used in this advertisement that make the language seem informal or colloquial.

i) Slang: Example \_\_\_\_\_

ii) Invented word: Example \_\_\_\_\_

iii) Humour: Example \_\_\_\_\_

iv) Contractions: Example \_\_\_\_\_

v) Sentence fragment: Example \_\_\_\_\_