

BSE :3.7/4.7/4/4.7

ENGLISH LITERATURE XI

CHAPTER 7

LEARNING OBJECTIVE:

In this chapter, you will learn about BROCHURES. Practicing making your own brochure is needed to enhance your understanding on their social function.

BROCHURES —

3.7. membedakan fungsi sosial, struktur teks, dan unsur kebahasaan beberapa teks khusus dalam bentuk brosur, leaflet, banner, dan pamflet, dengan memberi dan meminta informasi terkait promosi barang/jasa/kegiatan sesuai dengan konteks penggunaannya

4.7. brosur, leaflet, banner, dan pamflet

4.7.1. menangkap makna secara kontekstual terkait fungsi sosial, struktur teks, dan unsur kebahasaan brosur, leaflet, banner, dan pamflet terkait promosi barang/jasa/kegiatan

4.7.2. menyusun teks khusus brosur, leaflet, banner, dan pamflet terkait promosi barang/jasa/kegiatan, dengan memperhatikan fungsi sosial, struktur teks, dan unsur kebahasaan, secara benar dan sesuai konteks

WHAT DO YOU WANT TO ADVERTISE?

BEFORE LEARNING

To begin the material in this chapter, answer the questions below!

1. How do people announce their product, service or event?
2. Here are some kinds of advertisements. Explain each of them.
 - a. Display ads
 - b. Social media ads
 - c. Newspaper and magazines
 - d. Outdoor advertising
 - e. Radio and podcast
 - f. Event marketing
3. Which advertisement can a brochure be applied?

WHILST LEARNING

NOW, LET'S LEARN WHAT BROCHURE IS THROUGH THE ACTIVITIES BELOW!

ACTIVITY ONE

READ THE BROCHURE, AND ANSWER THE QUESTIONS BELOW!

about us

It's our pleasure to give you our best service in making the most memorable moment a part of your life stories.

Video

Begin from \$50

What is needed?

- Tell the plot of the story that you want.
- Send your best photos or videos that will be used and the names of persons on the photos or videos.
- Choose the language you want for the subtitle (Chinese, Indonesian or English).
- Tell the duration of the video.

MELONKU

Story maker

081112256765 / Melon 7a
Jember, Indonesia
melonku@sot.com
www.melonku.com

Book

Begin from \$25

What is needed?

- Tell the plot of the story that you want.
- Send your best photos that will be used and the names of persons on the photos. If you prefer drawings, we will need the photos of the persons included in the story.
- Choose the language you want for the book (Indonesian or English).
- Tell the pages of the books.

Family

\$100

What is needed?

- Tell the plot of the story that you want.
- Choose video or book
- Send your best photos or videos that will be used and the names of persons on the photos or videos. If you prefer drawings, we will need the photos of the persons included in the story.
- Choose the language you want for the subtitle (Chinese, Indonesian or English) and for a book we have only Indonesian and English.
- Tell the pages of the book or the duration of the video.

*For further information
visit our website, or call us.*

WE WILL BE AVAILABLE FROM 7 AM
TO 9 PM



PART A
ANSWER THE
QUESTIONS BELOW!

1. What kind of advertisement is it?
2. What is advertised?
3. What do you think how the result will be?

PART C
BASED ON THE
INFORMATION IN THE
BROCHURE, COMPLETE THE
SENTENCES BELOW!

1. What the company does is ...
2. Who decides the story is ...
3. How the company works depends on ...

ACTIVITY TWO

Now, to support your writing ability, learn **INTRODUCTORY IT** and **THERE**. Click this for your reference:

<https://hedwigbooks.com/2018/08/01/introductory-it-and-there/>

Having learnt, you can do the exercises below!

A. After reading the brochure, as the customer, write your response on it with **INTRODUCTORY IT and **THERE**.**

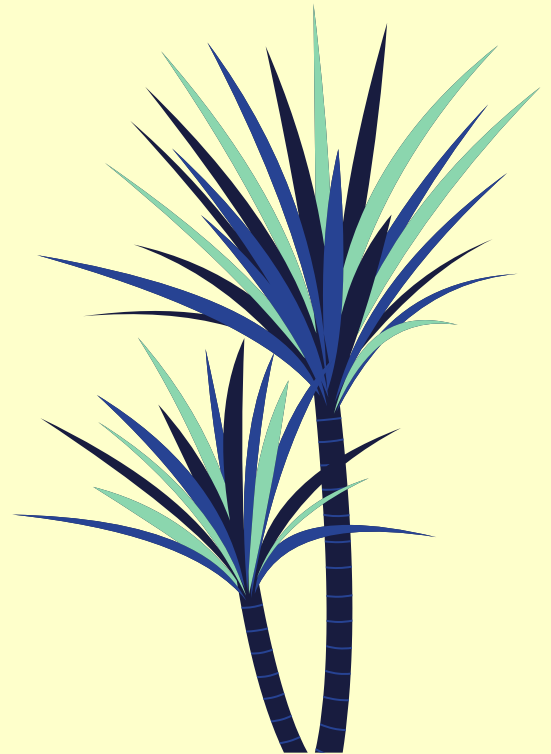
PART B
STATE WHETHER EACH SENTENCE IS
TRUE OR FALSE!

1. The company offers to make a memorable memory.
2. The company gives the options on how the story flows.
3. The company will use photos and videos for making the story on the video.
4. The price depends on the length of the story.



B. Correct the sentences below!

- 1. It's necessary for us to advertising our product in social media.**
- 2. Do you think it amazed to get many customers for only a week?**
- 3. It will be greatly memory how we make children become what they dream on.**
- 4. There has been some information told about the new method of online advertising.**
- 5. It is my pleasant to have you as our partner.**
- 6. I believe it is worthy enough to collaborate with those young businessmen.**
- 7. There was some problems that you didn't know when you entered this company.**
- 8. There will be more companies collapsed due to this hard situation.**
- 9. It is understandably what you have done to those needy in spite of breaking the rules.**
- 10. There will be many printed magazines affecting by the fast developing communication technology.**



ACTIVITY THREE

To practice applying INTRODUCTORY IT and THERE, make a short paragraph containing them to advertise each picture below! An example is given to ease you in understanding this task.



Here is our newest product. It will be your pride wearing these cool shoes. There are some models and colors provided to your desire of being cool.



ACTIVITY FOUR

Now, it's time for you to practice making your own brochure. You may choose on advertising product, service or event. Try to think something that originally comes from your own idea. Design your brochure as interesting as possible. When you finish your brochure, present it to the class.

CLOSING

To review what you have learnt, answer the questions below!

- 1. What is the social function of brochure?**
- 2. What are commonly advertised?**
- 3. How to make the brochures attractive for many people to read?**
- 4. How should the good content be?**
- 5. What should be included in a brochure?**

