

# CHAPTER 7

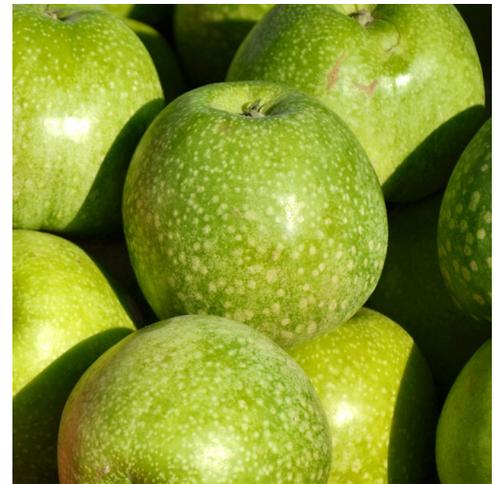
## ADVERTISEMENTS

3.7. membedakan fungsi sosial, struktur teks, dan unsur kebahasaan beberapa teks khusus dalam bentuk iklan dengan memberi dan meminta informasi terkait kegiatan (event), sesuai dengan konteks penggunaannya

4.7. iklan kegiatan (event)

4.7.1. menangkap makna secara kontekstual terkait fungsi sosial, struktur teks dan unsur kebahasaan teks khusus dalam bentuk iklan kegiatan (event)

4.7.2. menyusun teks khusus dalam bentuk iklan kegiatan (event), lisan dan tulis, dengan memperhatikan fungsi sosial, struktur teks, dan unsur kebahasaan, secara benar dan sesuai konteks.



### *LEARNING OBJECTIVE*

**In this chapter, you will learn about some kinds of advertisements. Practicing by writing is needed to enhance your understanding on the social function of advertisements.**

## BEFORE LEARNING:

Can you guess in which advertisement these sentences are commonly found?

1. Please, come and enjoy the extraordinary exhibition.
2. Buy one get two.
3. Call us for your sick pet.
4. Send your application letter and CV to this address.

## WHILST LEARNING:

### ACTIVITY ONE

After discussing kinds of advertisement, now read these advertisements below and answer the questions that follow!



**"Save me or perish"**

*Can our children and grandchildren still have a chance to breathe the fresh air?*

**Let's save our Earth now by joining our activities every Sunday in March 2021.**

We are going to:

1. plant 10.000 trees in some regions on March 7, 2021
2. have a workshop on recycling and reusing plastic waste on March 14, 2021
3. clean some rivers and beaches from plastic waste on March 21, 2021
4. have a workshop on making organic fertilizer and how to plant organic fruits and vegetables on March 28, 2021

We also provide the seeds of various fruits and vegetables.

**VISIT OUR WEBSITE: [Peacefulearth@pear.com](mailto:Peacefulearth@pear.com) to know the details of the event.**

*What are you waiting for?!*

Created by Hedwig

**Answer the questions below:**

1. What kind of advertisement is it?
2. What is the purpose of the advertisement?
3. How do the people participate in the event?
4. What does the advertisement offer?

**TEACHERS FOR BETTER FUTURE**

*We have professional teachers for students of Elementary School, Junior High School, and Senior High school. They are senior teachers who can control any character of student and has excellent and creative method in teaching.*



Contact us: 08100011222 or go to our website: profeteach@hey.com to see their curriculum vitae.

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State whether the sentences below true or false!

1. This advertisement is aimed to help parents.
2. People who are interested in this advertisement must be parents.
3. Students may choose the teacher.
4. The teachers are competent in facing various character of their student.
5. The teachers are highly experienced.
6. People don't know about the teachers' background.

**ART FOR A BEAUTIFUL HOME**



**It is our pride to inform you our newest custom furniture. The unique design will not only be functional, but also decorate your room artistically.**

*You should hurry or you will not get a chance to have it for each item is produced for limited pieces.*

*You can see all of our design in our website:  
Funfurni@funfurni.com*



*be yourself*



CREATED BY HEDWIG

Choose two correct answers!

1. This advertisement is targeted to ...

- A. All people  
B. People needing furniture  
C. People having sense of art  
D. People selling furniture

2. What will the offered furniture give to the customers?

- A. Home decoration  
B. Proper function  
C. Competitive price  
D. Good sale

3. People may not get the desired furniture if ...

- A. they don't know about art  
B. they don't go to the website  
C. they don't order it fast  
D. they don't know the price

## ACTIVITY TWO

Here are the common words you often find in the advertisements. Use them in making meaningful sentences. You may have more than one word for a sentence.

- |             |               |               |
|-------------|---------------|---------------|
| 1. Discount | 6. In advance | 11. Qualified |
| 2. Service  | 7. Stock      | 12. Estimate  |
| 3. Offer    | 8. Provide    | 13. Bargain   |
| 4. Warranty | 9. Purchase   | 14. Charge    |
| 5. Price    | 10. Item      | 15. sale      |

## ACTIVITY THREE

To help you write an advertisement, the knowledge of basic grammar is needed. Now, learn Degrees of Comparison by opening these:

<https://hedwigbooks.com/2018/07/11/degrees-of-comparison/>

[https://www.youtube.com/watch?v=Hn9wGqxHPDw&t=93s,](https://www.youtube.com/watch?v=Hn9wGqxHPDw&t=93s)

and

<https://www.youtube.com/watch?v=bQFeHrV2ss4>

Having learnt it, try doing the following exercises:

A. Arranged these jumbled words into the meaningful passive sentences!

1. will - Our - Instagram - product - be - advertised - soon - in - and - Facebook.

2. books - were - ago - The - two - delivered - days.

3. service - The - been - bad - in - that - has - restaurant - everyone - informed - to.

4. downloaded - advertisement - can't - This - be.

5. The - additional - variants - are - flavor - charge - provided - without.

6. newest - have - models - The - been - exhibited - in - some - being - super malls.

7. drink - Is - this - also - in - produced - this - ? - factory

8. The - brand - is - new - being - this - throughout - promoted - country.

9. We - charged - a - million - excellent - rupiah - for - were - such - an - service.

10. Are - bag - customers - with - a - their - own - going - all - to - be - bonus - given -?

B. Change the sentences below into active sentences or vice versa!

1. Commercial breaks sometimes disturb the program we are watching.
2. Our decision to buy something may be influenced by advertisements.
3. Producers communicate their products to the people through advertisement.
4. Travel agents will provide any information about the tourism spots.
5. Were people given much information through their phone fifty years ago?
6. Producers must learn the market before selling their product.
7. Many young people with creativity are paid very well by big companies to make advertisement.
8. Certain media were employed to sell a product in the past.
9. Will our advertisement be printed or spoken?
10. Highway billboards are used to reach more people.
11. People advertise public interests as well as products.
12. Types of advertising are being discussed by the marketing manager and his staff.
13. Broadcast advertising has been popularized through various mass media.
14. Broadcast advertising persuades customers to learn about the benefits of the product.
15. Audio and video are used by advertisers to reach as many targets as possible.



## Closing

**Having learnt about advertisements and passive voice, summarize them by answering the questions below!**

- 1. Mention three kinds of advertisements.**
- 2. Mention the social function of each advertisement.**
- 3. Mention what are needed in advertising something.**
- 4. Write the general constructions of passive voice.**

