

# Your Assignment . . .

Figurative language is not just used in fictional text. In fact, it is used frequently in the copy of advertisements.

You will be looking through magazines so that you may explore advertisements.

Find two examples of figurative language in the copy of advertising text. Cut out the advertisement and paste it to a sheet of paper. On the back do the following:

In order to fully analyze the figurative language, you must **LIST** them.

**L** - Label (What type of figurative language did you find?)

**I** - Identify (Quote the actual figurative language written in the text.)

**S** - So what? (So what's the big deal with this language?)

What makes this language effective in this ad?

Why not choose a *different* type of figurative language?/ Why wouldn't something else work better?

Who is the intended audience?

What effect would this figurative language have on the audience?

Is this an appropriate effect?

What is the author's overall purpose of this ad?

How does using the device help or hurt the author's overall purpose?

**T** - Talk (Share your analysis with the others in the class in order to model analytical thinking.)