

No such thing



> Overview

- 1 a. Type of document: b. Country:
- c. Name of organisation:
- d. Type of organisation:
- e. Target audience:
- f. Aim of the document:



> Zoom in

2 Describe the scenes you see at the beginning.

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3 a. Describe the scenes you see then.

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b. Say how you react to that.

- 4 Cinematic techniques.
- a. Viewers are made to feel as if they... shared the characters' intimacy. strongly disliked the characters.
- b. Justify your choice by explaining what techniques are used.
- Shots:
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- Lights:
- Soundtrack:

5 Take down the two slogans and explain them.

a.

b.



> Look back

- 6 Pick a few adjectives to describe this ad. Explain your choices.
- | | | | | | |
|--------------------------------------|----------------------------------|-------------------------------------|--|-------------------------------------|------------------------------------|
| <input type="checkbox"/> interesting | <input type="checkbox"/> boring | <input type="checkbox"/> persuasive | <input type="checkbox"/> original | <input type="checkbox"/> disturbing | <input type="checkbox"/> weird |
| <input type="checkbox"/> frightening | <input type="checkbox"/> stupid | <input type="checkbox"/> funny | <input type="checkbox"/> disgusting | <input type="checkbox"/> moving | <input type="checkbox"/> clever |
| <input type="checkbox"/> powerful | <input type="checkbox"/> useless | <input type="checkbox"/> creative | <input type="checkbox"/> thought-provoking | <input type="checkbox"/> horrible | <input type="checkbox"/> dangerous |