



## Adjectives in Advertising

### Task 1: Read the Ads

Read the 3 advertisements below. What adjectives can you find? Write them in the space below each ad.

<p><b>1</b> <b>Mamma Mia</b></p> <p>Mamma Mia pasta sauces. From much-loved Bolognese to our latest garlic and basil. Made from the finest organic ingredients in the old-fashioned way.</p> <p><b>So tempting! Just like homemade. You'll be amazed!</b></p> 	<p><b>2</b> <b>Cozumel</b></p> <p>Come to Cozumel, our world famous vacation paradise, and you'll leave relaxed and suntanned!</p> <p>Sandy beaches. Exciting nightlife. Visit the ancient ruins, go walking or scuba diving, or just take it easy! You won't be disappointed.</p> 	<p><b>3</b> <b>Responsible, experienced 19-year-old woman available for childcare this summer.</b></p> <hr/> <p>I'm loving, active, creative, and I adore kids. I'm an excellent driver and can take your children on fun-filled adventures to the beach, the library and museums. Come home after work to happy, tired kids! Flexible hours and rates.</p>
<p><b>Adj:</b> finest, amazed, organic</p>	<p><b>Adj:</b> Famous, Relaxed, Exciting</p>	<p><b>Adj:</b> Active, creative, excellent, tired, flexible, happy</p>

**Task 2:** ed or ing?

Some adjectives can finish with ED and ING. When the word describes how a person feels, we use ED. When it describes the cause of those feelings, we use ING. For example, This moving is bor**ING**. I feel bor**ED**. Complete the sentences below with the correct form of the words in the second column.

Sentences	Adjectives
1) Having a massage is very <b>relaxing</b> __. 2) I was <b>disappointed</b> when they offered me the job. I was sure I had failed the interview. 3) Our vacation was tiring. It rained every day. 4) I was so <b>excited</b> on my wedding day, I couldn't eat. 5) The trip was very tiring. I was exhausted. 6) He gives his children lots of hugs and kisses. He's very <b>loved</b> .	Amaz- Excit- Tir- Relax- Love- Disappoint-

### Task 3: Compound Adjectives

Sometimes an adjective can be formed with two words. For example, “open minded” and “warm hearted”. Look at the ads in Task 1. What compound adjectives can you find?

#### Examples from the ads: ...

Now match the words from column A with the words from column B to make compound adjectives. The word “well” is used twice. Copy/paste the words from column A into the second column.

A	B	C
Well	Dressed	New
Well	Behaved	Dressed
Full	Time	Hand
Long	Term	Behaved
Good	Looking	Time
Second	Hand	Looking
Eye	Catching	Catching
Brand	New	Term

**Task 4: Adjectives and Nouns that Go Together**

Some adjectives and nouns often go together. For example, “sandy + beach” or “ancient + ruins”. Match the adjectives and nouns. Copy/Paste the adjective next to the corresponding noun. Sometimes there is more than one possibility.

<b>Adjectives</b>	<b>Copy/Paste</b>	<b>Nouns</b>
Fresh		Friend
Clear		Fruit
Casual		Clothes
Straight		Fashions
Latest		Hair
Fast		Job
Close		Restaurant
Cozy		Food
Pretty		Woman
Crowded		Man
Challenging		Room
Handsome		Sky

**Task 5: Your Advertisement**

Create your own advertisement in the space below for either a food product, a location, or a personal service. Be sure to include lots of descriptive adjectives in your text.

<b>Name</b>	
<b>Slogan</b>	
<b>Text</b>	
<b>Photo</b>	