

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>1 Mamma Mia</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>So tempting! Just like homemade. You'll be amazed!</p> 	<p>2 Cozumel</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>3 Responsible, experienced 19-year-old woman available for childcare this summer.</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>Adj: Much love, latest, finest, old-fashioned, tempting, amazed</p>	<p>Adj: Famous, relaxed, suntanned, disappointed, exciting</p>	<p>Adj: Responsible, loving, active, creative, adore kids, excellent driver, fun-filled, happy, tired</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 <u>massage</u> is very Relaxing . 2) I was Excited when they offered me the job. I was sure I had failed the interview. 3) Our vacation was disappointing . It rained every day. 4) I was so amazed 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 Loving .	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	Well Dressed	New
Well		Dressed
Full	Full time	Hand
Long		Behaved
Good		Time
Second		Looking
Eye		Catching
Brand		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.

Adjectives	Copy/Paste	Nouns
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.

Name	
Slogan	
Text	
Photo	