

VISUAL TEXT COMPREHENSION

Study the poster below.

Celebrating 70 years of football!

YOUTH WORLD CUP

The most exciting event of the year with thirty participating teams!

Will there be another Ronaldo in our midst? Will we groom another Beckham? Don't miss any of the matches in the qualifying round starting in January.

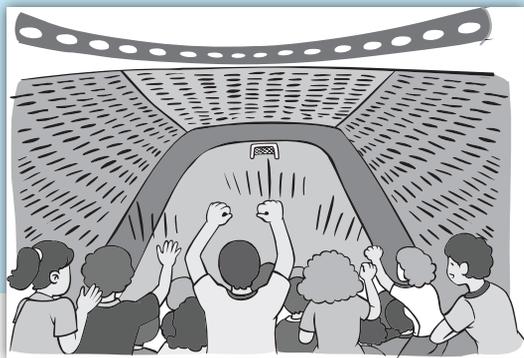
Experience the power and energy that you can't get from watching the matches on television at home. Make a trip to Constantine to catch the action live! Check out some of our fantastic packages or design a package to suit your needs.



PACKAGE A

(From \$2500 per person)

- * 8D7N at a four-star hotel in Constantine with complimentary two-way airport transfer
- * Welcome drink at the hotel
- * Free transport from the hotel to the stadium
- * Complimentary breakfast daily
- * \$50 voucher for use at the hotel gift shop
- * A pair of one-day complimentary tickets to any match of your choice (best seats guaranteed)



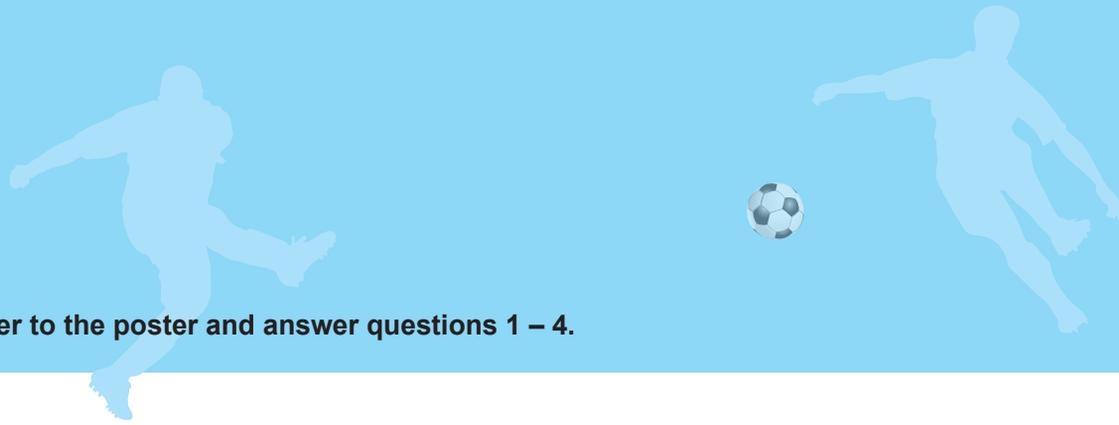
PACKAGE B

(From \$1700 per person)

- * 5D4N at a three-star hotel in Constantine
- * Welcome drink at the hotel
- * Transport from the hotel to the stadium at a special rate
- * \$30 voucher for use at the hotel gift shop
- * A pair of one-day complimentary tickets to any match of your choice (best seats guaranteed)



To design your own package, call us at 6842-8100 or visit our website at www.WYC70.org.



Refer to the poster and answer questions 1 – 4.

1. Write one sentence from the advertisement that tells you it is targeting people who are familiar with football.

[1]

2. How does the advertiser try to appeal to a wider group of people?

[1]

3. What would be the most important item for avid football fans in packages A and B?

[1]

4. Explain how the pictures support the reason given by the advertiser to persuade people to travel to Constantine.

[2]

Answers:

1. Any one of the following: [1]
• 'Will there be another Ronaldo in our midst?'
• 'Will we groom another Beckham?'
2. To appeal to those who find pre-designed packages unsuitable, the advertiser also offers customers the option of customizing their own packages. [1]
3. It would be the pair of one-day complimentary tickets to any match of their choice with the best seats guaranteed. [1]
4. The pictures show how excited the people are watching the match live. [1] They convey the advertiser's message that watching a match live allows people to experience the power and energy of the game that they cannot get by watching it on television. [1]