

Name: _____

Date : _____

Exam Prep- Comprehension

Text 1: Visual Text

Study the advertisement below and answer Questions 1 – 4.

The advertisement is a black and white photograph of a beach scene. In the upper left, there is a small circular logo with the text 'A MEMBER OF SMALL LUXURY HOTELS OF THE WORLD'. In the upper right, there is a white box containing the Pimalai Resort & Spa logo, which features a stylized leaf and the text 'Pimalai RESORT & SPA'. The central image shows a person diving into the water, with a white square frame around them. In the foreground, an elephant is partially submerged in the water. The text 'CREATE AN ETERNAL MOMENT' is overlaid on the image. Below the main image, there are four small square images showing different resort amenities: a beach, a building, a couple on a jetty, and a view of the resort.

CREATE AN ETERNAL MOMENT

Nothing lasts forever, not even a holiday. Make every moment count. Choose to discover this secluded luxury retreat with a 900-metre beach cocooned by the ocean and lush tropical forests. Here, anything is possible. Sip champagne on our private jetty or enjoy a sunset cruise to Koh Haa. Live, laugh, love and create moments that will be remembered long after the holiday is over.

PIMALAI RESORT & SPA | KOH LANTA | KRABI | THAILAND

www.pimalai.com | | |

Name: _____

Before you dive right into the questions (with all the necessary steps of course), take a minute to consider these points.

a. What kind of visual text is it? (eg. an advertisement, a brochure, a web page, a blog page, slides, etc.)

b. Who is the target audience? (eg. parents, children, teenagers, tourists, jobseekers, slackers, etc.)

c. What is the purpose of this visual text? (eg. to educate or spur the reader to do something, etc.)

1.
QNS: _____

_____ ()

ANS: _____

2.
QNS: _____

_____ ()

ANS: _____

Name: _____

3.

QNS: _____

_____ ()

ANS: _____

4.

QNS: _____

_____ ()

ANS: _____

