



**To:** Parents and teachers of Grade 4 - 6 learners

**Topic:** Print Advertisement

**Message Objectives:** Learners will become more aware of the types and elements of print advertising

**Message:** Print advertising is a form of marketing that uses physically printed media to reach customers. Ads are printed in hard copy across different types of publications such as *newspapers, magazines, brochures, newsletters* or *direct mail*.

### Elements of print adverts

- **Headline** – short text usually in large print. Designed to be the first words the audience read.
- **Image** – drawing, photograph, illustration, chart. Designed to affect the audience in a purposeful way
- **Copy** – the actual text of the advertisement. It uses persuasive words
- **Slogan** – a catch phrase. It evokes feelings about the product. It should be motivating and empowering
- **Logo** – unique design symbol that helps identify the company visually

**From:** Nombulelo Baba  
nombulelob@nect.org.za

**Reference:**

[PSRIP IP — National Education Collaboration Trust \(nect.org.za\)](https://www.nect.org.za)  
[Seventh grade Lesson Elements of Print Ads | BetterLesson](#)  
<https://www.lucidadvertising.com>