



Retrieved from: https://www.adsoftheworld.com/media/outdoor/crisis_relief_earthquake

Circle the corresponding letter of the most correct response. (4 marks)

1. What is the predominant media strategy used here?

- (A) Bandwagon
- (B) Plain Folks
- (C) Shock Appeal
- (D) Transfer

2. What is the purpose of this image?

- (A) To criticize
- (B) To describe
- (C) To explain
- (D) To persuade

3. **This image can be best described as a:**

- (A) Brochure
- (B) Caricature
- (C) Photograph
- (D) Poster

4. **What is the tone of this image?**

- (A) Condescending
- (B) Defiant
- (C) Frustrated
- (D) Soothing

5. **Explain the significance of the “thumbs up” as it is used in this image. (6 marks)**
