

**E9EL029 Slogan Competition \*\*\* (Advanced)**

**Section 1**

Choose the best answers.

1. The “Jamaican Orange Juice Company’s” slogan uses “alliteration”. How do we know this?

- A. Lots of the words begin with the same sound.
- B. Lots of the words end with the same sound.
- C. It uses a lot of words together quickly.

2. Does the slogan for “Jake’s Cakes” make use of onomatopoeia, alliteration, or both?

- A. Onomatopoeia
- B. Alliteration
- C. Both

3. Which of the following words do you think could replace the word “ring” for “Donald’s Doorbell Company’s” slogan and still use onomatopoeia?

- A. Call
- B. Sing
- C. Buzz

4. What technique(s) is/are used in the slogan for “Expos Cameras” ?

- A. Onomatopoeia
- B. Alliteration
- C. Both

5. What is the number people should call to enter the competition?

Answer: \_\_\_\_\_

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**Section 2**

Choose the best answers.

1. Complete Michelle's name and address.

*Michelle Wu*

Flat \_\_\_\_\_(i), \_\_\_\_\_(ii)/F, *Oak Building*

(iii) A. 119 Beech Street    B. 190 Breach Street    C. 190 Bleech Street  
*Tai Po*

2. Does Michelle's slogan use alliteration or onomatopoeia or both?

- A. Alliteration
- B. Onomatopoeia
- C. Both

3. Complete Ronnie's name and address.

*Ronnie Wong*

Flat \_\_\_\_\_(i), \_\_\_\_\_(ii)/F, *Plain Building*

(iii) A. 144 Ash Road    B. 1-44 Rash Road    C. 1-14-4 Ash Road  
*Kwun Tong*

4. What technique(s) is/are used in Ronnie's slogan?

- A. Alliteration
- B. Onomatopoeia
- C. Both

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**Section 3**

Choose the best answers.

1. What is the name of the song the DJ refers to at the start? (Add an icon to play back the slogan)

- A. "The Living Music"
- B. "Keep Kicking"
- C. "A Good Rocky Song"

2. Slogan position number five uses onomatopoeia. Which word is onomatopoeic?

- A. "Pamper"
- B. "Purr"
- C. "Protect"

3. Which animal's sounds does slogan position number four use?

- A. Dog
- B. Snake
- C. Pig

4. Which of the following words from slogan position number three is from the sound of a bird?

- A. Charming
- B. Soft
- C. Chirp

5. Which animal is imitated in slogan position number two?

- A. Fish
- B. Hamster
- C. Snake

6. The winning slogan uses alliteration. What sound is used for this?

- A. "S"
- B. "M"
- C. "H"