

E9EL030 Slogan Competition ** (Basic)

Section 1

Choose the best answers.

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

- A. A lot of the words begin with the same sound.
- B. The slogan is very long.
- C. A lot of the words end with the same sound.

2. The slogan for “Jake’s Cakes” also uses alliteration. How do we know this?

- A. Both words use more than one syllable.
- B. Both words begin with a “D” sound.
- C. The company name and the slogan both have two words.

3. What example of “onomatopoeia” does the DJ give about windows breaking?

- A. “Smack”
- B. “Smash”
- C. “Ring”

4. Which of the words from the slogan for “Expos Cameras” sounds like the noise when taking a picture?

- A. “Click”
- B. “Capture”
- C. “Clap”

5. Complete the number people should call to enter the competition.

Answer: 91_____

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Section 2

Choose the best answers.

1. Complete Michelle's name and address.

Michelle Wu

Flat _____(i)

12/F, Oak Building

119 _____

(ii) A. Breech Street B. Hitch Street C. Beech Street

Tai Po.

2. What phrase could replace the words "the family" in Michelle's slogan if it continues to use alliteration?

- A. "angry animals"
- B. "dog lovers"
- C. "fun families" ✓

3. Complete Ronnie's name and address.

Ronnie Wong

Flat _____(i)

7/F, Plain Building

144 _____

(ii) A. Rash Road B. Lash Road C. Ash Road

Kwun Tong

4. Ronnie's slogan uses onomatopoeia. What animals do you think he refers to?

- A. Bees and dogs
- B. Birds and rabbits
- C. Bees and cats

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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?

- A. "Keep Kicking"
- B. "Keep Singing"
- C. "Steep Singing"

2. Slogan position number five uses alliteration. What sound is used for this?

- A. "S"
- B. "R"
- C. "P"

3. Slogan position number four uses onomatopoeia.

What kinds of animal sounds do you think are used?

- A. Small animals such as insects
- B. Large animals such as dogs
- C. Water-based animals such as fish

4. Slogan position number three uses alliteration. Does it also use onomatopoeia?

- A. Yes
- B. No

5. Slogan position number two uses onomatopoeia.

Which of the following is TRUE?

- A. It also uses alliteration with the sound "S".
- B. It also uses alliteration with the sound "T".
- C. It doesn't use alliteration.

6. Does the winning slogan use alliteration, onomatopoeia, or both?

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