

Université de Nantes
UFR STAPS

Année universitaire 2012/2013

2e session, 1er semestre

Année d'études : *L2*
Enseignant responsable : *Sarah ROSENFELD*

Durée de l'épreuve : *1h00*
Documents autorisés : *aucun*

UE T338 : Outils et méthodes
EC T3383 : Anglais

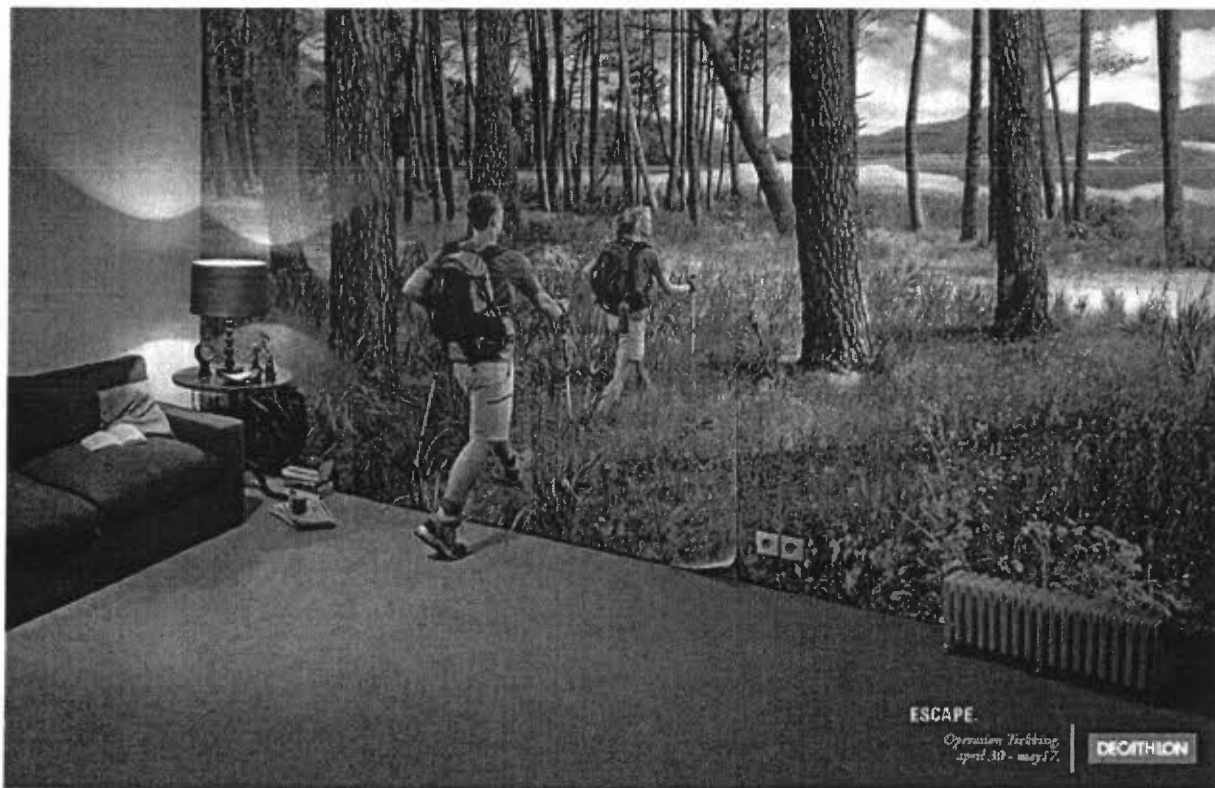
Sujet :

DESCRIBE THE FOLLOWING SPORTS ADVERTISEMENT (150-200 WORDS).

See Annexe 1.

Be sure to include the following:

- IDENTIFY** the nature of the ad : type of ad, date, country, context?
- DESCRIBE** the text and images.
- ANALYZE** the message. What are the text and images saying?
- Give your **OPINION** on the ad (the most important part of your essay!). What do you think about the ad and **WHY**? Is the ad effective?



Ad text: **ESCAPE. Operation Trekking. April 30 – May 17. DECATHLON.**