

**Université de Nantes**  
**UFR STAPS**

Année universitaire 2014/2015

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 (150-250 WORDS).**

**YOU MUST INCLUDE THE FOLLOWING:**

- IDENTIFY** the nature of the ad. What type of ad is it? When did it appear? Where? What is the context? What is the ad promoting? (a sale, a product, a service, brand image etc.)
- DESCRIBE** the text and images in detail as objectively as possible.
- ANALYZE** the message. What do the text and images say in your opinion?
- Give your **OPINION** on the quality of the ad and the effectiveness of the message.

**EVALUATION CRITERIA:**

- You identify and describe the ad objectively
- You analyze the message and give your opinion
- You are using advertising vocabulary
- You are paying attention to spelling and grammar



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