

Continuous assessment task 4

Task 1

1. His father's brother / his uncle and his farther
2. 1984
3. Talk when the commercials were on
4. Because they get into your head and you can't get them out, and you sometimes hear them several times a day
5. Animated cartoons advertising cereal for children
6. Willie trips over a rock every day, so one day Wilhemina tells him to move it. Willie says she isn't strong enough, but he is wrong – Wilhelmina eats H.O.Farina, so she is strong

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Task 2

- 1. Impact**
- 2. Communication**
- 3. Persuasion**
- 4. Attention, Interest, Desire, Action**
- 5. Getting impact, (giant) fan**
- 6. Incredibly important**