

Handout 5

Grammar in Advertisement

1. The incomplete comparative

Advertisers use incomplete comparisons. For example, in the Dove advertisement, they say thinner, softer, smaller, younger, etc. but they don't say what the women are compared to.

Younger
than who?

Thinner
than who?

2. Imperatives

The imperative is a verb form used to give instructions or to make informal invitations.

Talk to your daughter before
the beauty industry does!

With your partner, brainstorm slogans you can use to promote your product using the incomplete comparative or the imperative. Use the list of most frequent verbs and adjectives to help you.
