

TRENDS IN ADVERTISING

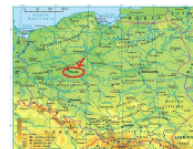
Impact of Language and culture on advertising...a partnership project with Upper secondary/technical college-Poland

Advertisements from india.....

Do Language and Culture affect our interpretations of advertisements?



Please observe the following advertisements and then answer the following questions:



Hi! We, Piotrek, Miłosz and Szymon, are going to present our school and our city.

We are the students of Technikum Energetyczne in Poznań (technical college). In our school we can gain education in three professions:

- electronics technician,
- electrical technician,
- energetics technician.

A DAY AT CHINMAYA INTERNATIONAL RESIDENTIAL SCHOOL



Hari Om! and Greetings! We, Ayushi Gupta and Yukti Sarawgi, students of Grade XI are writing to you to tell you about a day at our school. We study at the Chinmaya International Residential School located in Coimbatore, Tamil Nadu. Our school is complete residential school making it a home away from home. A normal day at our school is packed with activities and fun which does not allow us to even realize how time flies by.



Indian groom applies the vermilion for his bride

Married women wear the *thali* (locket) which is forcibly removed in traditional societies and households. This practice is not common in modern societies.



1. Easter is the oldest and most important festival in the Christian liturgical year. This festival is dedicated to the memory of the resurrection of Christ and is celebrated on the first Sunday after the first full moon of spring (between March 22 and April 26), it is preceded by 40 days of fasting, which last week is called Holy Week .

2. The customs and symbols associated with Easter :

- Playful habit of pouring the water on Easter Monday called Śmigus - Dyngus .
- Creating of Easter eggs or painting eggs.

