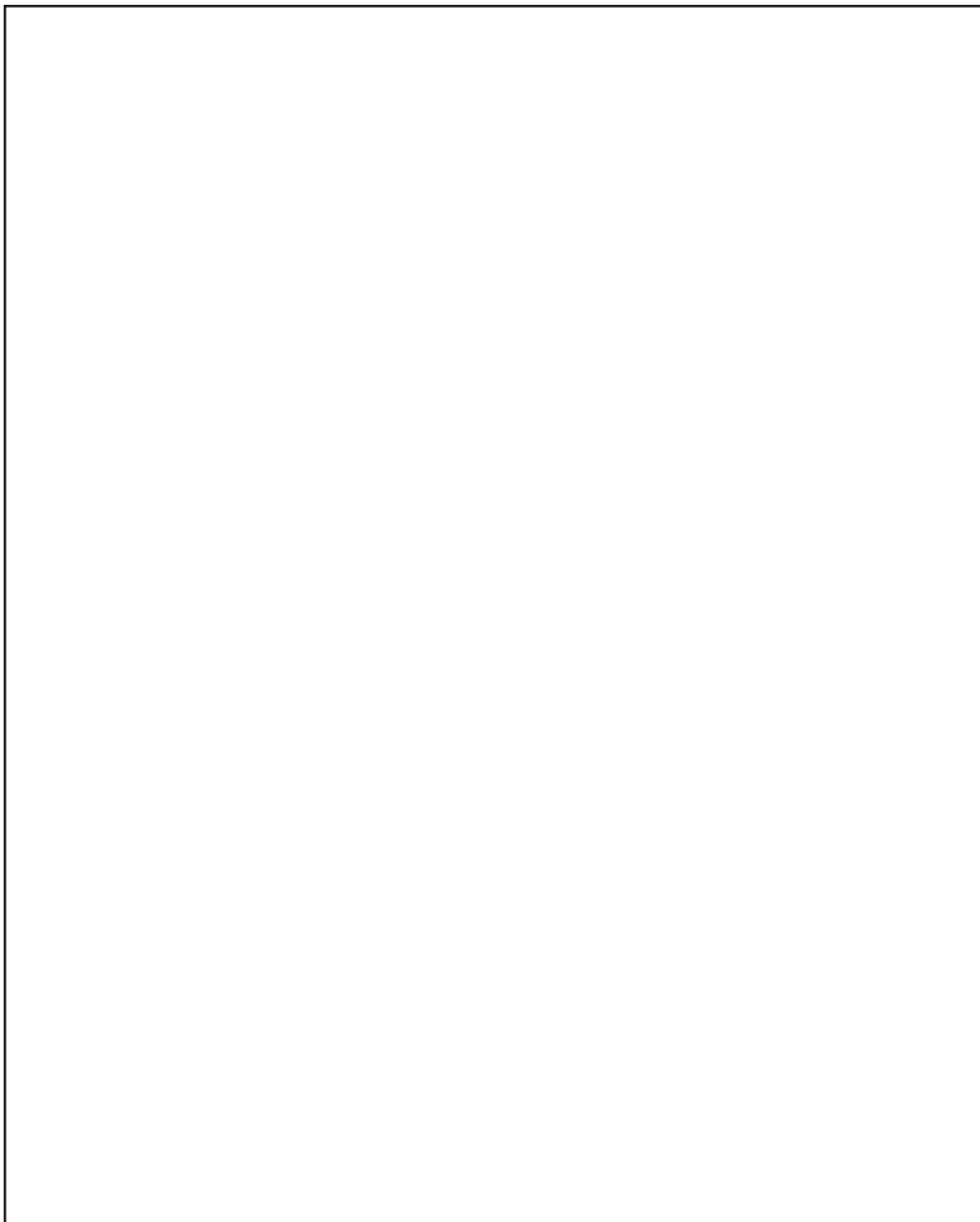


1. Of all rhetorical resources used in advertising, which one do you like best? Why?

2. Imagine that you work in advertising and you have to make an advertisement about Cieza for tourists to visit it, what advertising poster would you make? Would you use any of these resources? Make a sketch in this box.

A large, empty rectangular box with a thin black border, intended for a student to draw a sketch of an advertisement poster for Cieza. The box is currently blank.