



10. A mistake

Recommended for Grade 10 First Additional Language

Pre-reading

Google the following:

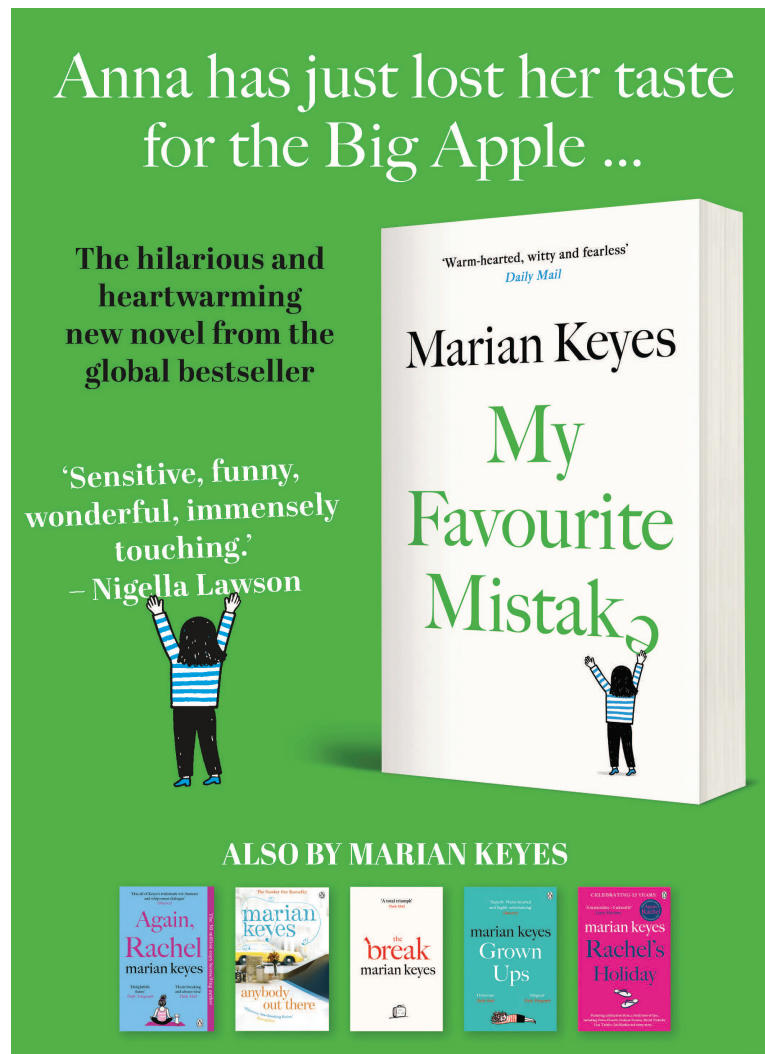
- Marian Keyes and the books she's written
- Penguin Random House (a book publisher)
- Genre fiction (and try to identify what genre Marian Keyes' books belong to)

Have a class discussion to give feedback about these topics. Use the information to answer some of the questions about the advertisement.

During reading

Carefully read and analyse the advertisement below and answer the questions that follow.

A mistake



Anna has just lost her taste
for the Big Apple ...

The hilarious and
heartwarming
new novel from the
global bestseller

'Sensitive, funny,
wonderful, immensely
touching.'
– Nigella Lawson

'Warm-hearted, witty and fearless'
Daily Mail

Marian Keyes
My
Favourite
Mistake

ALSO BY MARIAN KEYES

Again,
Rachel
marian keyes

marian keyes
anybody
out there

the
break
marian keyes

marian keyes
Grown
Ups

marian keyes
Rachel's
Holiday

Questions

1. Who do you think the advertisement is aimed at? Give two reasons for your answer. (2)
2. Judging by the colours used in the advertisement and on the book cover, for which age group do you think the book is aimed at? (1)
3. In which ways would the advertisement persuade someone to buy the book? Give two reasons. (2)
4. Why would a quote by Nigella Lawson persuade someone to buy a book? (1)
5. How do you know Marian Keyes is a successful author? Give two reasons. (2)
6. If you were reading the advertisement online, and were considering buying the book, what could persuade you to make the purchase? (1)
7. Explain the double meaning of the first sentence: “Anna has lost her taste for the Big Apple ...” (2)
8. How is “mistake” visually represented in the advertisement and on the book cover? (1)
9. Explain the irony of the book title. (1)
10. What figure of speech is found in the following phrase: “The **hilarious** and **heartwarming** new novel ...” (1)
11. What parts of speech are the highlighted words in the phrase: “The **hilarious** and **heartwarming** new novel ...” (1)

[Total: 15]