The Power of Signs and Symbols

Advertising experts think that the McDonald’s “golden arches” is one of the most recognised signs in the world.

* Explain why this may be the case.
* Do you agree with the advertising experts?
* List the things you think of when you see the McDonald’s sign.
* Think of any other advertising signs that might be just as well known as the “golden arches”.
* Choose one of those signs and explain why you think the sign has been so effective in advertising.