ADVERTISING

Go through the vocabulary and use your dictionary if necessary:

<table>
<thead>
<tr>
<th>ADJECTIVES</th>
<th>SLOGANS</th>
<th>FUNNY</th>
<th>SHOCKING</th>
<th>ANIMALS</th>
<th>SUCCESSFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMPHASIS</td>
<td>SEXY</td>
<td>BILLBOARD</td>
<td>POSITIVE</td>
<td>BABIES</td>
<td></td>
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<tr>
<td>CATCHY TUNE</td>
<td>POSTER</td>
<td>PRIME TIME</td>
<td>COMMERCIAL BREAK</td>
<td>INSPIRING</td>
<td></td>
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<tr>
<td>VISUAL EFFECTS</td>
<td>POWERFUL</td>
<td>PROMOTE</td>
<td>TARGET GROUP</td>
<td>CELEBRITIES</td>
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<tr>
<td>INFORMATIONAL</td>
<td>GET ATTENTION</td>
<td>EYE-CATCHER</td>
<td>CONFUSING</td>
<td>NEGATIVE</td>
<td></td>
</tr>
<tr>
<td>EXAGGERATE</td>
<td>PERSUASIVE</td>
<td>ESSENTIAL</td>
<td>SPECIAL OFFER</td>
<td>COMPARE</td>
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<tr>
<td>CUSTOMERS</td>
<td>MISLEADING</td>
<td>PRODUCT</td>
<td>BRAND</td>
<td>BAN</td>
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<tr>
<td>PROFIT</td>
<td>COMMERCIAL</td>
<td>PEAK TIME</td>
<td>CONTROVERSIAL</td>
<td>HUMOUR</td>
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1 **Use the marked words from above to fill in the gaps:**

- If you want to approach potential **customers** you have to **approach** their **interest** first.
- **Tune** are often used in advertising. Such as “Think different” in APPLE adverts.
- **Prime time** and **peak time** are the times when most people watch TV.
- To persuade the customers about the quality of their product, they often **promote**.
- Famous brands often use **promote** in their adverts as they can afford to pay them.
- Often young and **adorable** people, cute **baby** and adorable **animal** are used in adverts.
- Many people really hate **commercial** breaks on TV and they gladly change the channel.
- It is not only about visual effects, sometimes people just hum the **tune**.
- Often they try to get the interest of potential customers by **commercial** >>> **50% OFF**

Find adjectives from above that can describe advertisement and add some of your own:

<table>
<thead>
<tr>
<th>Adjective</th>
<th>controversial</th>
<th>informational</th>
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Discuss the questions in pairs; take notes so that you are able to summarize your ideas:

- How many adverts do you see every day?
  - Do you remember at least one advert from yesterday? Give details.
  - Where do you find ads? (Think of all possible places and media.)
  - What kind of adverts attracts you the most?
  - Do you think ads should be banned from some places or kind of media?
  - What do you think about billboards alongside the roads?

**Surrounded by Advertising**

- Do you enjoy watching adverts on TV or the internet, seeing them in papers or listening to them on the radio?
- How do you react to advertisements on television and radio?
- Do you switch TV channel or radio station when ads are on?
- What else do you do while the adverts are on?

Discuss with your partner. Get ready to share with the whole class:

- What makes an advertisement memorable? (What kind of special affects?)
  - Think of a TV advertisement that has impressed you in some way?
  - Describe it.
  - Who was it aimed at? And how did they make the product appealing?
  - Can you think of an advert that actually made you go to the shop and buy the advertised product?
2. Do you recognize these slogans? What brand do they represent? What is their typical product?

- “Keep Walking”
- “Life’s Good”
- “Just do It”
- “I’m lovin’ it!”
- “Connecting People”
- “Simply clever”

Can you think of some other slogans that got stuck in your mind?

Make your own advert:

Think of your favourite product or service and prepare an advertisement. Think about the effects, the target group and try to make your product or service the number one on the current market.

You can work alone, in pairs or groups of three.
You can act the whole advert or you can prepare posters and just be the voice of your advert.
Advertising Word Search

Can you find all the hidden words in this word search?

Words can go in the following directions: → ← ↓ ↑

MEDIA ISERVICICEEEUP
AMBRDFZESVZB
DFCKXYFXMIAIAE
VOCOXDSVAUAUSDY
EIKNTPGVA
RMMICWKGYJUE
TFIRDIOYECJSRC
ICSPMDITURBTA
SULRMSLOGANEIT
ISEEOEOSXOTGPS
NTARDRAMKTIMHEEH
GODSUCRETSPOME
QMIIOJFUNNYER
CENATAFJWOOZN
MRGLCLGQKBZTTP

MEDIA
PRODUCT
ADVERTISEMENT
COMMERCIAL
PROFIT
MISLEADING

CONTROVERSIAL
POSTER
SLOGAN
EYE-CATCHER
FUNNY
CUSTOMER

PERSUASIVE
EXAGGERATE
MARKET
BRAND
SERVICE
ADVERTISING
Solution

MEDIA SERVICE
A BRAND E V
D C M X I AE
V O A A SDY
E NTIFORPGAVE
R MTCRGUE-
T IROEEESRC
ICSPMTTRA
SULVRMSLOGANEIT
ISEEOETPSC
NTARDEEHE
GOSUCRETSPME
+MICIFUNNYER
+ENATA+N+
+RGL+T+

(Over, Down, Direction)
MEDIA (0, 0, E)
CONTROVERSIAL (3, 2, S)
PERSUASIVE (12, 0, N)
PRODUCT (4, 7, S)
POSTER (8, 11, W)
EXAGGERATE (10, 1, S)
ADVERTISEMENT (13, 2, S)
SLOGAN (6, 8, E)
MARKET (8, 2, S)
COMMERCIAL (5, 5, S)
EYE-CACTHER (14, 2, S)
BRAND (3, 1, E)
PROFIT (4, 4, W)
FUNNY (8, 12, E)
SERVICE (5, 0, E)
MISLEADING (2, 5, S)
CUSTOMER (1, 7, S)
ADVERTISING (0, 1, S)
SOLUTION:

1  Use the marked words from above to fill in the gaps:
- If you want to approach potential **CUSTOMER** you have to **GET** their **ATTENTION** first.
- **SLOGANS** are often used in advertising. Such as “Think different” in APPLE adverts.
- **PEAK** time and **PRIME** time are the times when most people watch TV.
- To persuade the customers about the quality of their product, they often **EXAGGERATE**
- Famous brands often use **CELEBRITIES** in their adverts as they can afford to pay them.
- Often young and **SEXY** people, cute **BABIES** and adorable **ANIMALS** are used in adverts.
- Many people really hate **COMMERCIAL** breaks on TV and they gladly change the channel.
- It is not only about visual effects; sometimes people just hum the **CATCHY TUNE**.
- Often they try to get the interest of potential customers by **SPECIAL OFFERS**.

2  Do you recognize these slogans? What brand do they represent? What is their typical product?

“Keep Walking” - Johnnie Walker Scotch whisky – teenage students shouldn’t recognize this one ;-)
“Life’s Good” - Korean electronics conglomerate LG Corporation
“Just do It” – Nike - sportswear
"I'm lovin' it!" - McDonald's /wrong grammar is used to get attention/
“Connecting People” – Nokia – mobile phones
“Simply clever” – Škoda – Czech cars