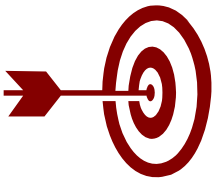
ADVERTISING

Go through the vocabulary and use your dictionary if necessary:

SLOGANS	FUNNY	SHOCKING	ANIMALS	SUCCESSFUL
EMPHASIS	SEXY	BILLBOARD	POSITIVE	BABIES
CATCHY TUNE	POSTER	PRIME TIME	COMMERCIAL BREAK	INSPIRING
VISUAL EFFECTS	POWERFUL	PROMOTE	TARGET GROUP	CELEBRITIES
INFORMATIONAL	GET ATTENTION	EYE-CATCHER	CONFUSING	NEGATIVE
EXAGGERATE	PERSUASIVE	ESSENTIAL	SPECIAL OFFER	COMPARE
CUSTOMERS	MISLEADING	PRODUCT	BRAND	BAN
PROFIT	COMMERCIAL	PEAK TIME	CONTROVERSIAL	HUMOUR



Use the marked words from above to fill in the gaps:

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

Source: isl.collective.com

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

controversial	informational		

Source: isl.collective.com

BILLBOARD (UK)

HOARDING (US)

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?

_____

_____

Source: isl.collective.com

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?

Can you think of an advert that actually made you go to the shop and buy the advertised product?

Source: isl.collective.com

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**.

Source: isl.collective.com