- **What kind of commercials do you like best?**
- **Do you find it easy to remember commercials?**
- **Do you prefer commercials with or without music, children or/and animals?**
- **Is there any commercial you dislike? Have you bought what they advertise? Why you dislike them?**

1. POINTS OF VIEW

Is advertising a good or a bad thing? Discuss your ideas and add your own arguments to the ones listed below.

Advertising is a bad thing	Advertising is a good thing
• Spoils TV programs: interrupts the things we really want to see	• Pays for TV programs

2. WHAT'S YOUR OPINION?

Discuss the following statements and take notes of your conclusions.

a. We frequently buy things that we don't need, just because we saw them advertised on TV.

b. If a product is advertised on TV, this means it must be good.

c. Television would be worse without advertisements.

d. Advertising is an essential feature of a free and democratic society.

3. POWER OF JUDGEMENT

Watch these advertisements and take notes.

PRODUCT	EFFECTIVE	I'D BUY IT

4. GOOD OR BAD?

- Did you enjoy them?
- How effective was each one?
- What kind of people would buy these products?
- Do you think the kind of language used has an influence on the target audience?
- Does it provide the audience with useful information about the product?
- Would you buy the product which was advertised? Why (not)?

"Advertising is legalized lying"

Do you agree with H.G. Wells?
What's your classmates' opinion?

5. JUST MY IMAGINATION

In groups, create your own product and advertise it to a magazine. Present it to the other groups when you have finished.

Source: isl.collective.com