

2 How much more effective do you think an advertisement is if it features a celebrity?

**I think an advertisement is....effective if it features a celebrity because...*

3 Do you think children or young people are easier to be influenced through advertisements compared to adults?

**I think....people are easier to be influenced through advertisements compared to adults because...*

4 What differences can you notice between commercials from 10 or 15 years ago and commercials today?

**The differences I noticed between commercials from 10 or 15 years ago are...*

5 What do you think of the inclusion of particular branded products in films and TV series?

**I think the inclusion of particular branded products in films and TV series is...*

6 Should there be any special controls on advertisements specifically directed at children?

**Yes, I think there should be some special controls on advertisements specifically directed at children because... / No, I don't think...*

7 Some charities sometimes use shocking images of starving children or abused animals in their advertisements. What do you think of this practice?

**I think it is...*

Vocabulary



1 Endorsement (/ɪnˈdɔːrsmənt/)

(noun) a statement made in an advertisement, usually by somebody famous or important, saying that they use and like a particular product

Ex. Many sports stars earn the majority of their income from endorsements.

2 Persuasive (/pəˈsweɪsɪv/)

(adjective) Able to persuade somebody to do or believe something

Ex. That advertisement is very persuasive.

3 Commercial (/kəˈmɜːrʃl/)

(noun) Advertisements on radio or television

Ex. I don't like too many commercials before a show.

4 Hype (/haɪp/)

(noun) Advertisements and discussion on television, radio, telling the public about a product and about how good and important it is

Ex. Don't believe all the hype. The book isn't that good.

5 Jingle (/ˈdʒɪŋɡl/)

(noun) a short song or tune that is easy to remember and is used in advertising on radio or television

Ex. I wrote a song which they're thinking of using as a jingle.

6 Flyer (/ˈflaɪər/)

(noun) A sheet of paper that advertises a product or an event and is given to a large number of people

Ex. We need to hand out flyers for a new club.

7 Informative (/ɪnˈfɔːrmətɪv/)

(adjective) Giving useful information

Ex. The advertisement is both informative and entertaining.

Idioms / Useful Expressions

1 Eye-catching – immediately noticeable because it is particularly interesting, bright or attractive

Ex. It's an eye-catching advertisement.

2 Prime time - the time when the greatest number of people are watching television or listening to the radio

Ex. We like watching prime time shows.