

# **ADVERTISING**



## **Discussion**

## **Basic questions**

- 1 What make an advertisement memorable?
- \*An advertisement is memorable if...
- 2 What advertisements attract your attention?
- \*The advertisements attract my attention are...
- 3 What don't you like about advertisements?
- \*What I don't like about advertisements is that...
- 4 What are some effective advertisements you have seen lately?
- \*Some effective advertisements I've seen lately are...
- 5 Do you buy products because of advertisements?
- \*Yes, I sometimes buy products because of advertisements. / No, I don't buy products because of advertisements.
- 6 Do you channel surf during advertisements?
- \*Yes, I sometimes channel surf during advertisements. / No, I don't channel surf during advertisements.

## **Extended questions**

#### 1 What are the beneficial and harmful effects of advertising?

\*The beneficial effects of advertisements are... / The harmful effects of advertisements are...

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.* 

Persuasive (/pərˈsweisiv/)
(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 (/ˈdʒɪŋgl/)

(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 <u>flyers</u> 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.