

ADVERTISING

Objective: Students will learn to use specific advertising terms and in general increase their fluency and vocabulary

Materials: Use the sheets provided

Procedure

1. Ask students to think of adjectives that they can use to describe adverts eg. **amusing, funny, humourous, imaginative, striking, shocking, informative, tasteless, sexist, boring, original, unimaginative, clear, inspiring, clever**
2. Ask students about their favourite advert (either current or in the past).
Ask them why they liked it.
3. Ask students what advert or types of advert they can't stand and why.
- 4.a) Ask students if they can name any types of advertising techniques
As a example you could use **shock tactics** (in road safety and anti-smoking adverts etc); **use of vacuous terms** (eg. whiter than white).
- 4.b) Choose some adverts from a magazine, discuss them. Do they work? If

so why?, if not why not? Look at the language – are there plays on words? Are there clever alliterations? Look at the images? What is the message?

5. Do you think advertising brainwashes us into thinking we need something that in actual fact we don't need? Is it becoming more difficult for us to separate wants from needs?
6. Ask students to give types of advertising media and methods of advertising. Examples of media are **Internet, TV, Radio, Public transport, cell phones**. Methods are **billboards, endorsements, sms messages**,

CLUB ACTIVITY:

Give students a copy of *photocopiable sheet 20a "The campaign"* from Reward Upper-intermediate Business Resource Pack. Now divide the students into groups of two. Each group has to come up with a "pitch» or in other words, create an advertising plan for some products. Either you or the students can decide on the products. Or you can use the suggested ones found on the flashcards.

Students should consider:

The 4 “Ps” = Product, Price, Promotion, Place

Product: USPs (unique selling points); Special features; what the product does; packaging;

Price: your budget; recommended retail price

Promotion: The message in the advert; the claim (or slogan); special discounts or special promotions. How are you going to promote it? What techniques are you going to use? What about the music and set of the advert.

Place: Where are you going to promote your product?

AN ELEGANT EVENING
PERFUME

A CAR OR SCOOTER

AN EXCLUSIVE FASHION
BOUTIQUE

A POODLE PARLOUR

DE –TOX AND DIET
PROGRAMME

A YOGHURT

A LAPTOP

A MULTIMEDIAL LANGUAGE
COURSE

A HEALTH & WELLBEING
RESORT

A FASHION MAGAZINE