

Communicative area: advertising a product, discussing

Active vocabulary: ad, advertise, product

1. a) Look at the picture and discuss the questions below.



What is the idea behind this bright picture? What has the boy been doing too much? Do you always buy what you really need? Is there too much advertising around? Where can you see it? Do you like to see ads? Do you sometimes feel you want it all?

- b) What does this joke mean? Do you agree with it?

- What makes this butter better than another?
- Advertising.

2. a) Listen and read what Vermont school kids say about advertising. Are their comments mostly positive or negative?

Jacob: Anything good about advertising? Well, it is fun to watch. It makes companies make their product better. Or advertise more. I don't really know.

Maya: Advertising is everywhere in our everyday life, in magazines, newspapers, television, shops and in the streets. Ads use colour, text, pictures, and language to fight for the reader. The problem is you cannot hide, you have to look at them!

Joseph: Everyone has seen those ads where they try to make you think that a product will make your

life five times better and your life won't be better until you buy the product. They just try to get into your head and change your thoughts and opinion.

Daniel: No one needs this information because it's just not true. For example, if a company is advertising a sports drink, they show pictures of very fit, strong, and good-looking people. One thinks that this is a sports drink that they need to buy, they drink it, they will be as strong and good-looking as the people in the ad.

Nathan: Some ads advertise good things, like dog shelters, keeping streets clean from junk, healthy eating or helping old people.

Martha: Very few ads for kids have been for healthy foods, most advertise junk food. There are so many overweight kids today! Companies don't care about people or their health, all they think about advertising their product is how much money they get.

Olivia: The problem is false advertising. Ads show ideal people, ideal families, ideal houses and weekends. Because of this, people want to be like those people in the ads. They just "forget" to say that babies cry, children fight, and a yoghurt has 5 teaspoons of sugar in one cup.

b) Explain what the underlined words and phrases mean.

c) Discuss the questions below in pairs.

Whose ideas do you agree/disagree with? What do you think about advertising?

3. a) Look at the ads. Discuss the questions in groups.



1. What product is advertised in each picture?
2. Describe the people in the ads. How do they feel? Why?
3. What does each ad promise (what happens if you buy this product)?
4. Does it really work this way?
5. What makes people look at these ads?

b) Match the statements to the ads above.

1. It's funny and it works, because every child wants to be like an adult.
2. They show a famous actor to make it more popular.
3. It makes the girl feel she's just like a grown-up woman, wearing grown-up clothes.
4. The girl looks happy because she's had something tasty.
5. It advertises a healthy product.
6. The little girl looks angry because a woman is wearing the same dress as she is at a party.
7. Hundreds of celebrities from all over the world advertise this product free.
8. It'll never make you really happy, it can only make you fat if you have too much.

c) Which ad do you like most? Why?

- 4. Work in groups. Take any object in class. What would you say to advertise it? Take notes, then advertise it to your groupmates.**