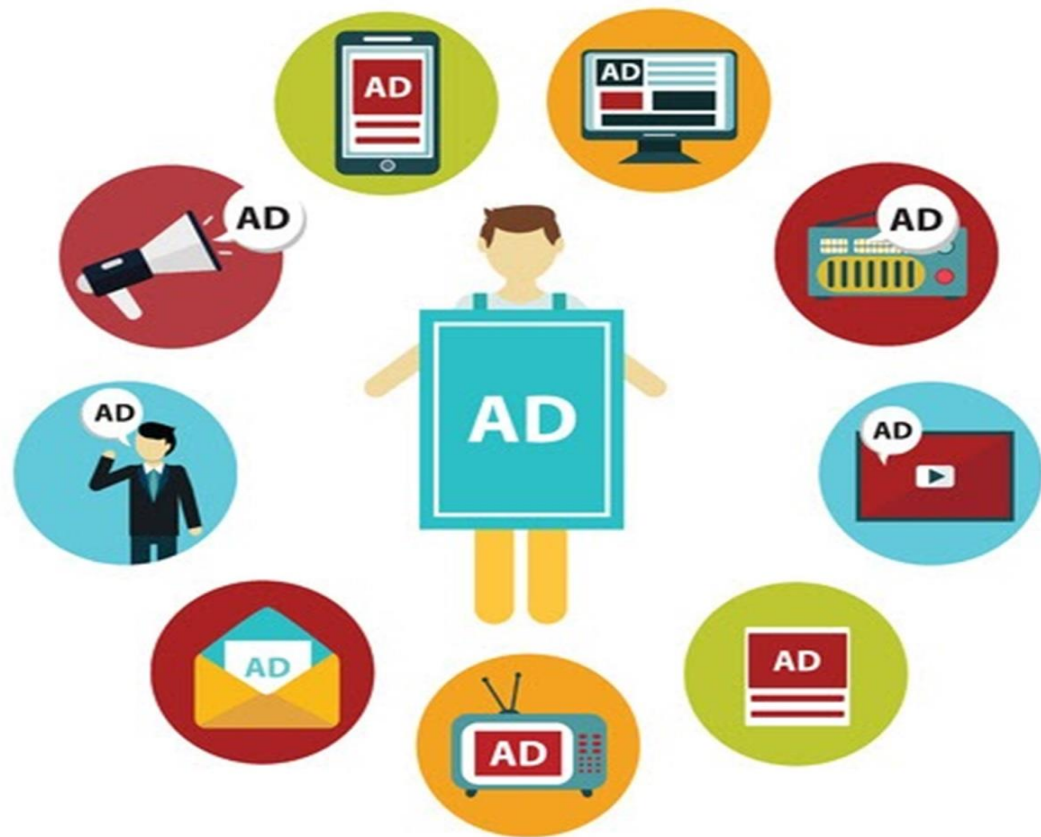




Hello



- Newspaper. Newspaper advertising can promote your business to a wide range of customers. ...
- Magazine. Advertising in a specialist magazine can reach your target market quickly and easily. ...
- Radio. ...
- Television. ...
- Directories. ...
- Outdoor and transit. ...
- Direct mail, catalogues and leaflets. ...
- Online.



1 SPEAKING Work in pairs. Discuss the questions.

- 1 What do you think the purpose of advertising is? Can it have more than one purpose?
- 2 In what ways do you think people are influenced by advertising?

2 Read the article. Do you agree with the conclusion of the article?

Reading Strategy

Read the missing sentences carefully before you match them with the gaps in the text. Look at the parts of the text before and after each gap, and try to find words that may link them to the sentences, for example synonyms, paraphrases, opposites, or pronouns.

3 Read the Reading Strategy and the article again. Match sentences A–F with gaps 1–4. There are two extra sentences.

- A** The internet is full of websites where brand fans can go online and talk with other fans about their enthusiasm for the products they buy.
- B** After more research, the advertisers' answer to that question was a clear 'yes'.
- C** Adverts aimed at tired working mothers show super-women who are completely in control of their families and professional lives thanks to the products they use.
- D** However, contrary to what most of us believe, when we go shopping we are controlled by our hearts, not our heads.
- E** They know that most consumers know exactly what they want before they go shopping.
- F** Advertisers take unpleasant problems and make them seem far worse, but then offer miracle solutions for them.

Ask an advertiser what their job involves and they'll probably tell you that they prepare the **launch** of new products and then inform **consumers** about them. Surprisingly, many consumers are willing to accept this explanation because they think that shopping is a rational activity. ¹_____ As a result, advertisers bombard us with images and messages that try to create an emotional link between us and their **brands**. To encourage consumers to splash out on their products, advertisers divide society into groups, and **commercials** with different emotional messages are created and targeted at each group. ²_____ Caring parents are persuaded to buy medicines and toiletries for their children by people dressed in white coats who use 'facts' to demonstrate that their products have passed a number of 'tests' easily. Are they doctors, dentists, or scientists? Who were the 'tests' done by? We are never told and we never ask, which is exactly what advertisers want, otherwise we would discover that there is little scientific evidence to support their claims. ³_____ Commercials for 'cures' for grey hair, wrinkles and skin problems are a perfect example. A serious-looking grey-haired man looking sadly in the bathroom mirror suddenly finds himself on a beach with an attractive woman once he has stocked up on the advertiser's product and dyed his hair. The same positive transformation occurs in young people's social lives when they use the 'right' product. The message is clear: use our goods and you'll enjoy life. Music is also used to connect with our emotions. **Jingles** often accompany TV and radio commercials, but they aren't added just to make them more attractive. What the jingles do is activate our memories. Go into any nursery class and you'll find young children learning the alphabet or multiplication tables in maths by singing or chanting. Teachers have known for years that singing short sentences helps us

memorise things and advertisers use simple songs to help us remember the names of products. They don't even mind if the jingle annoys us. Annoying jingles have been shown to stay in our memories for longer than tunes that we actually like. Advertisers are also willing to invest large sums of money in promoting brands by getting famous people to provide **endorsements** for their products. The media has converted sport, music and entertainment celebrities into heroes and many of them are admired and respected for the success that they have achieved. Advertisers know that people rarely talk about what their perfumes or trainers are made of, but do discuss Mila Kunis's great new film, Lionel Messi's latest fantastic goal, or Shakira's recent amazing concert. In other words, people talk about emotional experiences and advertisers hope that the people who produce these emotional experiences will increase the popularity of their brands dramatically. Our emotions are constantly being studied by advertising agencies as they search for new ways to manipulate them. A study of car owners that took place a few years ago discovered that the owners talked about their cars in the same way as members of a cult: a small, sometimes secret group whose beliefs are considered strange and extreme by other people. As a result, advertisers studied cults and found out that their members were looking for something to belong to and a meaningful life. 'Could they turn brands into cults?' the advertisers asked themselves. ⁴_____ And people's emotional connection to brands can also be found in the real world. Walk along any city street and you'll find people dressed in clothes covered in manufacturers' **slogans** like Nike's 'Just do it' and **logos** such as Adidas's three stripes. Perhaps the answer to the advertisers' question is 'Yes, they can.'

4 Read the article again and tick ✓ the advertising techniques which are mentioned. Then number them in the order they are mentioned.

- 1 Music is used to help us remember products. ___
- 2 A slogan is repeated and repeated during an advertisement. ___
- 3 Advertisers try to link their products to the success of others. ___
- 4 Advertisers appeal to our finances by making special offers of giving away free gifts. ___
- 5 Unimportant difficulties are given importance and then solved. ___
- 6 We are told that by using certain products we will appear richer and more successful than others. ___

- 5 **VOCABULARY** Complete the sentences (1–8) with the highlighted words from the article in the correct form.

Advertising

- 1 'Impossible is nothing' was first said by the boxer Muhammad Ali and then used as an advertising _____ by a sports company.
- 2 Today, _____ want more information about what is in the products that they are buying.
- 3 I hate the _____ from that advert, but I can't help whistling or humming it all the time!
- 4 That actor gives more _____ for products in adverts than he makes films!
- 5 I've stopped watching films on TV because of all the _____ that interrupt them.
- 6 The supermarket's own _____ are cheaper than the well-known ones.
- 7 They invited the press to the _____ of the company's new range of computers.
- 8 They have put the sponsor's name and _____ across the players' shirts.

6 SPEAKING Work in pairs. Discuss the questions.

- 1 Which advertising methods mentioned in the article do you think are the most effective with teenagers? Why?
- 2 Would you like to work in the advertising industry? Why? / Why not?
- 3 Have you ever bought something because you saw it advertised? What do you think made you buy it?

7 PROJECT Work in pairs. Prepare an advert for a real or imaginary product. Decide who the product would be aimed at. Say what advertising techniques and media you would use. Vote for the best advert in the class.