

Unit 5 Advertising and Media

5.1 What makes a good advert

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Aims and Demand

You are to

- expand your range of vocabulary related to language learning
- practise extracting specific information and language items from a reading text
- expand your range and practised the use of a set of phrasal verbs
- participate in a speaking activity to practise accuracy and fluency



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Speaking 1

1. Work with a partner to discuss the following.

- ❖ Think of a memorable advert. Describe it.
- ❖ Have you ever bought something just because of an advert? When?
- ❖ Have any adverts impressed you? Which one(s)? Why?



Reading



2a Read three opinions about advertising. Are these statements true or false?

- T** 1. Michael Hamilton says that adverts must **attract attention** and be persuasive.
- T** 2. He also states that an advert should encourage us to buy the product it is advertising.
- T** 3. Miranda Hoyles states that adverts nowadays are different from years ago.



2a Read three opinions about advertising. Are these statements true or false?

- F** 4. Hoyles also says people like adverts that **reflect everyday life**.
- T** 5. Christie Peterson focuses on slogans and **logos**.
- F** 6. She says that excitement is more important than the **image** of the company.





Text -1

First of all, an advert has to be attention-grabbing and powerful. You need a strong image that is eye-catching, a catchy slogan, a joke or something shocking. In advertising, we talk about the AIDA formula. A is for attention. I is for interest. D is for desire. A is for action. An ad needs to do more than get our attention. It also has to be effective and persuasive. It must get us interested, make us want the product and motivate us to go out and buy it.

Michael Hamilton, advertising executive





Text -2

Advertising has changed over the years. Adverts are no longer **purely informative** and focused on the product. Many of the adverts that we see today are short stories telling **inspirational tales** that are often **witty**, humorous and **sophisticated**. People do not want to remember that life can be **dull**. They want to see something **original** and **creative**. The adverts take away the **ordinariness** of everyday life and take us to somewhere exotic or romantic.

Miranda Hoyles, head of US advertising agency





Text -3

Many people talk about advertisements that are exciting and **intriguing**. But for me, an **instantly recognisable** logo is really important. Good logos have been built up so they are **recognisable**. Part of what makes a good advert is a clear symbol that people immediately identify with the company. A good slogan also helps you make a connection. “The real thing” makes you think of Coca-Cola immediately. It’s also important that your slogan does not become **irritating**.

Christie Peterson, illustrator



2b Work with a partner to discuss the following.

1. Which opinion do you agree with the most?
2. Which opinion mentions an advert for a soft drink? **Text 3: Coca-Cola**
3. Which opinion(s) might these ideas for adverts illustrate?
 - a) a fast car **chase** with lots of action **Text 1**
 - b) an advert with a clever use of a few words **Text 3**
 - c) an advert set on a beautiful island **Text 2**





VOCABULARY:

adjectives, advertising

i·de·a

(noun)

course of action

1 a thought

dēə/

3 Find adjectives in the first two texts in Exercise 2a which mean the following.

1. attracting your attention because it is easily remembered **attention-grabbing**
2. very noticeable **eye-catching**
3. amusing and enjoyable, easy to remember **catchy**
4. very bad, upsetting **shocking**
5. works well and produces the results you want **effective**



3 Find adjectives in the first two texts in Exercise 2a which mean the following.

6. able to make people do or believe something **persuasive**
7. funny and clever **witty**
8. not interesting or exciting **dull**
9. imaginative, using completely new and different ideas **original / creative**
10. unusual and exciting because it comes from a distant country **exotic**



4. Match the words connected with advertising with their meanings.

sponsorship commercial (n) promote
misleading slogan endorse logo

- 1) an advert on TV or radio **commercial**
- 2) financial support a company gives in order to get publicity for themselves **sponsorship**
- 3) a short phrase that is easy to remember **slogan**
- 4) to say publicly that you support or approve of something
endorse



4. Match the words connected with advertising with their meanings.

sponsorship commercial (n) promote
misleading slogan endorse logo

- 5) giving the wrong idea or impression **misleading**
- 6) special design / symbol that a company puts on all its products or adverts **logo**
- 7) to try to sell a product, e.g. by special advertising **promote**



5a. Choose the correct answer.

A: OK, let's brainstorm how we're going to 1 **promote** this product.

B: Well, we could get a famous celebrity like David Beckham to endorse it.

A: I think that would be much too expensive. 2 **Sponsorship** of a TV programme would also cost a lot. And a TV 3 **commercial** is out for the same reason. I've seen some great TV shots which are visually beautiful and really 4 **eye-catching**, often set in romantic or 5 **exotic** locations. But I don't think they've been very 6 **effective** as people can't remember the product they're advertising.



5a. Choose the correct answer.

B: I agree, but we don't want something 7 **dull** and boring.
How about advertising on the radio — would the budget run to that?

A: Yes, we could stretch to that.

B: And would you like something witty and 8 **catchy** ?

A: Maybe. I want something new and 9 **original** . But most importantly, it must be 10 **persuasive** . It must get people to buy the product.



Listening





2.25

6a. Listen to three people talking about different adverts. What type of product is advertised in each one?

1 a car; 2 a soft drink; 3 washing powder



6b Listen again and answer the questions below about each advert.



2.25

Script

1 Which brand was advertised?

Text 1: Ford; Text 2: no brand (“I can’t remember which one it was”); Text 3: no brand (“I can’t even remember what the brand was”)

2 Did the speaker enjoy the advert?

Text 1: Yes; Text 2: Yes; Text 3: No



6b Listen again and answer the questions below about each advert.



2.25

Script

- 3 What adjectives did the speaker use to describe the advert?

Text 1: eye-catching; attention-grabbing; original; creative; catchy; recognisable; effective; persuasive; Text 2: humorous; inspirational; lively; exotic; creative; Text 3: dull; catchy; irritating; informative



6c Which advert was the most effective? Why?

Probably the most effective advert was the one for the Ford car, but students may have their own opinions.



Speaking 2



7a You are going to discuss some photos for use in adverts. Look at your photos and describe them to your partner.

Student A: Look at the two photos on [page 159](#).

Student B: Look at the two photos on [page 162](#).



7b Look at all the photos together. Choose one and discuss:

- a) which product you could use it for.
- b) how you would use it for advertising.
- c) what slogan you would choose.



Summary and Assignment

- ❖ Collect and memorize a range of words and phrases related to the topic of advertising;
- ❖ Search for a passage talking about advertising;
- ❖ Try to find an interesting / effective advert.



Thank you!



Track 2.25 Script-1



I remember a really eye-catching advert for a Ford car. It showed the car starting, then being driven out of the car park and through the city. And it started all the lights in the surrounding buildings. In the country it powered the overhead power lines and the electricity seemed to follow the car along the road. It really was an attention-grabbing ad. It is difficult to be original with car adverts but I thought this was quite creative. It also had a catchy slogan: "Feel the power. Ford. We have ignition." You could also see the recognisable Ford "blue oval" logo. It must have been an effective ad because I've actually remembered that it was a Ford car. It was also quite persuasive as I would consider buying a Ford next time.



Track 2.25 Script-2



I normally like humorous ads. But the ad that sticks in my mind was really inspirational. The music was really lively and it was set in different exotic locations. Everyone was drinking this soft drink, but I can't remember which one it was, and the camerawork was really creative. It made you want to be there, drinking that soft drink, having fun.



Track 2.25 Script-3



I saw this really dull advert for washing powder on the television recently that I'd really like to forget. But it had this really catchy tune that I can't get out of my head.

It's so irritating. It was informative — it gave you lots of information about the product but I can't even remember what the brand was.

