Key Vocabulary

Fill in the gaps with the words below:

advertisement commercial agency jingle slogan billboard target

1. He has worked for the same advertising .................. for 5 years now.
2. There are way too many TV................... on nowadays.
3. Who’s the .................... group for this product?
4. That’s a pretty clever campaign ...................; it’s funny and easy to remember.
5. I saw the ......................... for this car in the paper yesterday, it looked amazing!
6. This ................ has been stuck in my head all day, I can’t stop singing it over and over!
7. I think these large ................... on the side of the road are really dangerous.

Talking Points

1. What is advertising?
2. Do you remember any memorable ads?
3. What makes a good ad?
4. Have you ever bought something because of an advertisement / a TV commercial?
5. Some people say that advertising is just another way to lie about the product. Do you agree?
6. What do you think of ads on YouTube or commercial breaks on TV?
7. What is a social campaign?
8. Can advertising be considered art?
Watch three TV commercials and fill in the table

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<th>Product / Cause</th>
<th>Message</th>
<th>Target group</th>
<th>Slogan</th>
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Discuss:

1. How do these commercials try to get their message across? Think of:
   a) emotions
   b) visuals
   c) music

2. Which commercial is the most effective and convincing? Why?