

Review From Yesterday

Advice:

Please use the words could and should when giving advice below.

Example: You should/could _____

—.

Your friend just moved the U.S. and needs a job. What should they do to find a job and make money?

Advertising

"Many a small thing has been made large by the right kind of advertising."
-Mark Twain

Watch this TV ad.

<http://youtu.be/MgVB5HRrhtM>

- How does it make you feel?
- Is it scary, funny or both?
- Is it memorable?
- Do you think it's a good ad?
- What is the ad telling you about the car?

Discuss

- Do you watch adverts on TV?
- Do you like them?
- Can you remember any? Can you think of any funny ones?
- What do you think makes a successful ad?
- What's a slogan? What examples can you think of?
- What makes a good slogan?
- What do ads usually have to make them memorable?

Watch the clip of TV adverts and answer the questions

<http://youtu.be/v5K8IBfPDBY>

1) How many of the ads are for

- shops
- electrical items
- central heating
- films
- insurance
- cameras

2) What nine products or businesses do they advertise?

With your partner

3) Watch again. How many of the ads have slogans?
What are they?

Watch these ads...

Are they funny? Why do you think so many ads try to be funny?

<http://youtu.be/GT86iWiH2mI>

http://youtu.be/-Ds_HXfc4VE

Humor

It's a way of getting your attention and making you remember the product

Humor is one way advertising gets your attention.

What are other ways to get someone's attention?

Group Presentation Activity - Make an Advert

1. Make an advert and present it to the class.
2. Choose what you want to advertise eg *a drink, a holiday, your school....*
3. The ad will be recorded.
4. You should have a slogan and it should be short and memorable.
5. Print or draw a compelling picture to go with the slogan
6. Present to the class.

Think of what kind of **language** you can practice in the ad.

- **direct speech** - "..... "
- **imperatives** - *Buy one, get one free!, Hurry!*
- **conditionals** - *If you....*
- **superlatives** - *It's the best, the fastest, the cheapest....*
- **adjectives** - *new, modern, clean....*
- **typical phrases** - *(Up to) 15% off, Offer ends 15th March, Save £50, Half price,*

When you are finished

Share with the class:

1. **Describe** the product you are advertising.
2. **Explain** why you chose to advertise your product in the way you did.