"Don't tell me how good you make it; tell me how good it makes me when I use it."

Leo Burnett (1891 – 1971), American advertising executive

1. Adverts Discussion

1. Do you like to see adverts? Where do you usually see adverts?
2. What are some of the most memorable adverts you have seen? Are there any adverts that remind you of your childhood?
3. What makes a good advert? What makes an advert so memorable? What are the ways that adverts grab people's attention?
4. Do you see more adverts on TV or the internet these days? Which do you think is more effective to advertise on?
5. Do internet adverts annoy you? Do you ever click on the links?
6. Have you ever seen adverts from another country? How are they different? Are they a bit strange?
7. What kind of stereotypes have you seen in adverts?
8. Are there too many adverts these days? Is the purpose of adverts to make us buy things we don't need?

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2. Adverts Vocabulary

- **prime time** (noun) – *the time at which a radio or television audience is expected to be at its highest.*
- **commercial break** (noun) – *the period between TV programmes when adverts are shown.*
- **product placement** (noun) – *when brands pay for their products to appear in TV shows or films.*
- **in-your-face** (adjective) – *something that is shocking, forceful, aggressive, annoying, and is difficult to avoid or ignore.*
- **word of mouth** (noun phrase) – *information that is passed orally from person to person in an informal manner, information that is transmitted without being written down.*
- **pop-up ad** (noun) – *a new window which opens in the browser when a particular webpage is visited that displays an advert.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. I don't like those adverts for charities where they show starving babies; they're a bit **in-your-face**.
2. Delays to the next James Bond film as a result of the covid pandemic have caused problems with the **product placement** of Nokia's new phone as it will be out of date by the time the film hits cinemas.
3. Netflix doesn't need to rely on advertising all its TV shows and movies because people usually hear about them by **word of mouth**.
4. The ultimate **prime time** slot is during the commercial break of the Super Bowl.
5. Using an adblocker will prevent **pop-up ads** opening when you visit websites.
6. Whenever there is a **commercial break**, British people always go to the kitchen to put the kettle on to make a cup of tea.

Adverts vocabulary comprehension questions

1. How are the adverts in prime time different to at other times?
2. What do you usually do in the commercial break? Do you watch the adverts? Will the ability to pause live TV mean the end of commercial breaks?
3. Can you remember seeing any product placements in the TV shows or films you've seen?
4. Why are so many adverts so in-your-face these days? Can you think of some examples?
5. What products have you heard about by word of mouth?
6. Are pop-up ads an effective way to advertise? Why or why not?

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3. Video: The Tricks of Advertising

You are going to watch a video by the School of Life called "The Clever Tricks of Advertising."

Watch the video here: https://yourenglishpal.com/blog/esl-conversation-lesson-plan-adverts/

While you watch the video, answer the following questions:

Multiple choice

1. When did adverts change from showing what products did and where you could buy them?
   a) 1950s ***b) 1960s*** *c) 1970s*
2. An advert about a car may emphasise what?
   a) how fast it goes *b) miles to the gallon* ***c) happy families***
3. An advert about soap may emphasise what?
   a) cleanliness ***b) relaxation*** *c) bubbly sensation*
4. What attitude may be advertised by whisky brands?
   a) resilience *b) reticence* *c) reserved*

Sentence completion

5. Patek Philippe's luxury watch adverts featured **parents and children**.
6. Calvin Klein truly understands what people want in **relationships**.
7. Adverts wouldn't be effective if they didn't know what people really need to be **happy**.
8. People want good family relationships, **connections** with others, and a sense of freedom, joy and dignity.

Short answer

9. What lags behind the best insights of advertising? **Product development**
10. Advertising has discovered how much help we need with what? **The true challenges of life**
11. Half a century ago, nobody could have described the corporate essence of what? **Large technology companies**
12. Advertising has hinted at the future shape of what? **The economy**

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4. Adverts Conversation Questions

1. What emotional experiences do companies sell in their adverts? What desires and needs are most likely to appeal to people?
2. Have you ever thought that internet advertisers can read your mind or are listening to your private conversations? Why do you think this is?
3. Do you trust adverts? How truthful do you think they are? Are adverts just lies?
4. Is it ethical to advertise products to children? Why or why not?
5. Which products would you ban adverts for? Why?
6. How would you feel if you were walking down the street and facial-recognition technology were used to display an advert specially for you?
7. Charities sometimes use shocking images of starving children or abused animals in their advertising campaigns. What do you think of using shock tactics like this in advertising? Is it effective?
8. In what way have adverts contributed to some of the social problems the world faces today?

5. Adverts Writing Task

Write about your opinion of adverts. Try to use some of the vocabulary you learned earlier in this lesson. In your answer, you could include some of the following topics:

- Some memorable adverts you remember.
- How adverts make us want to buy things.
- Any ethical issues in advertising.

Alternative exam practice

Targeting children with advertising is unethical and should be banned. Do you agree or disagree with this statement?

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