> A. Decide with your partner if the following statements are true or false.

1. In the UK an advertisement is often called a 'spot'.
2. There are no advertisements on BBC TV and radio.
3. There are three recognised abbreviations of 'advertisement': 'advert', 'ad' and 'adv'.
4. A 'commercial' is an alternative word for an advertisement on television or radio.

> B. Underline the stressed syllable in the following words.

ad ver tise ad ver ti sing

ad vert ad ver tised

ad ver tise ment

> C. Fill the gaps below with the words from > B.

1. Do you think that ..... is a form of art? Why (not)?
2. How much does it cost to .....in a newspaper, on the radio or on TV in your country?
3. Tobacco ..... in the UK is banned on television and radio and in magazines and newspapers. Is it banned in your country? Do you think it should be? Why (not)?
4. Do you think that tobacco, cigarettes etc. should be ..... near schools?
5. What are the funniest three ..... you have ever seen?
6. What factors do you think make a good.....?

> D. Ask your partner the questions in > C.

> E. Discuss the difference in meaning between the words 'publicity' and 'advertising'.

> F. Use the words in > E to fill the gaps below.

1. When Queen Elizabeth II travels abroad the media pay her a lot of attention so her state visits always receive a lot of ..... .
2. Soft drinks companies spend a lot of money on ..... to encourage people to buy their products.
3. There is always a lot of ..... before the Academy Awards ceremony in Hollywood.

> G. Discuss the following questions with your partner.

1. What is your favourite advert at the moment? Why do you like it so much?
2. Have you ever bought anything just because you saw it advertised on TV?
3. What famous advertising slogans can you remember? Why are they so memorable?
4. What is the aim of most adverts these days – to persuade you to buy the product, to inform you about a new product or to remind you about a well-known product? Give examples.
5. Do you think there are too many advertisements on TV? How many do you think there should be?
6. Which adverts annoy you the most and why?
7. What influences you the most when you are shopping: the price of a product, its appearance or the advertising promoting it?
8. Do you believe 'before and after' advertisements? Why (not)?
9. How much do you think children are influenced by adverts they see on television?
10. Do you ever find that the adverts are better than the programmes?
11. What do you think are the good and bad parts of working in advertising?

> H. Discuss the following statement.

Having a good product is not as important as having an eye-catching logo and a memorable slogan or catchy jingle.

> I. Discuss what you think was wrong with the following advertising campaigns.

- A hair products company advertised new styling tongs with the name 'Mist'. They sold well all over the world but were not a success in Germany. Why not?
- An electronics company produced a new vacuum cleaner and advertised it with the slogan, 'Nothing sucks like (name of product)'. The vacuum sold well in English-speaking countries but not in America. Why not?
- A company selling nappies worldwide used the image of a stork delivering disposable nappies to expectant parents. The advert was a success in Europe and America but a failure in Japan. Why?

Did you know…? A 30- second TV advert during the American Superbowl costs more than $2 million!

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