

1 ANSWER THE FOLLOWING QUESTIONS IN YOUR OWN WORDS !

What does advertising do ? _____

Name a few things that ads use to make their product well known ? _____

What is the difference between display and classified ads? _____

Name a few examples of direct mail ! _____

What are the advantages of radio ads? _____

What are electronic billboards ? _____

When is advertising on TV most expensive? _____

What is the first thing that advertising agencies do before they produce an ad? _____

How do governments protect consumers from advertising? _____

How far does advertising go back in history? _____

When did mass advertising start? _____

How did the invention of radio and television change advertising? _____

Are there any bad sides of advertising? Name some! _____


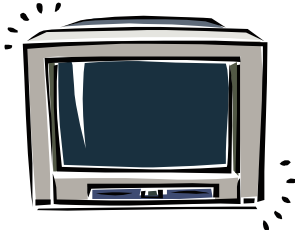


2 TRUE OR FALSE

	T	F
Advertising gives people information about a product or a service.		
Slogans are always connected with an ad.		
Newspapers, magazines and the Internet belong to the group of print media.		
Only a small part of a newspaper is made up of ads.		
You can find newspaper ads only in one section of the paper.		
Magazines have better paper and a better printing quality than newspapers.		
Mail order companies are companies that send leaflets to people.		
Local advertisers put a lot of their advertising on the radio.		
Electronic billboards are the most expensive kind of outdoor advertising		
Sometimes certain products appear on TV shows.		
A spam is an email that a person hasn't asked for.		
Market researchers make the designs for ads.		
Tobacco advertising is allowed in America but not in Europe.		
Advertising goes back to ancient Greece		
The invention of the printing press made advertising cheaper.		
The first advertising agencies came up in America in the 1950s.		
One of the advantages of the advertising industry is that it creates new jobs.		
Children are often the main target of advertisers.		

3 MATCH THE WORDS WITH THE DEFINITIONS

A	announcement		a short phrase that is easy to remember
B	cartoon		the money a person gets when they work
C	slogan		a sheet of paper that tells people about a product
D	promise		machine that takes you from one floor to another in a building
E	headline		in the whole country
F	elevator		an important and official statement
G	choose		to do something again
H	advantage		something that is written, printed and sold
I	nationwide		an ad that is shown over the top of a web page
J	on sale		a short film that is made up of many drawings or pictures
K	publish		the good side of something
L	income		to find out information about something or someone or what people do
M	banner		title of a newspaper report that is printed in large letters
N	commercial		a system for moving goods or people from one place to another
O	repeat		an ad on television or radio
P	brand		something that a shop sells
Q	research		to decide which one you want
R	transit		type of product made by a company
S	flyer		to tell someone that you want to do something

5 WRITE A SHORT SUMMARY ABOUT THE MAIN ADVERTISING MEDIA

Media	Main Information
<p data-bbox="201 423 384 456">Newspapers</p> 	
<p data-bbox="201 837 357 871">Television</p> 	
<p data-bbox="201 1290 411 1323">Outdoor signs</p> 	
<p data-bbox="201 1720 328 1753">Internet</p> 	

6 FILL IN THE BLANKS WITH WORDS FROM THE BOX

Advertising tells people about products and _____ and tries to make them buy a _____. Ads do their jobs in many different ways. _____ are words in big letters that try to get the _____ of the readers.

Some ads use slogans or _____ phrases that are easy to _____. Advertising agencies often get a famous person, like an actor or _____, to talk about a product. _____ characters are often connected to a certain product and become _____ with it.

One of the most important techniques of advertising is _____.

Ads are _____ many times a week for weeks or months. When people see them they might want the product.

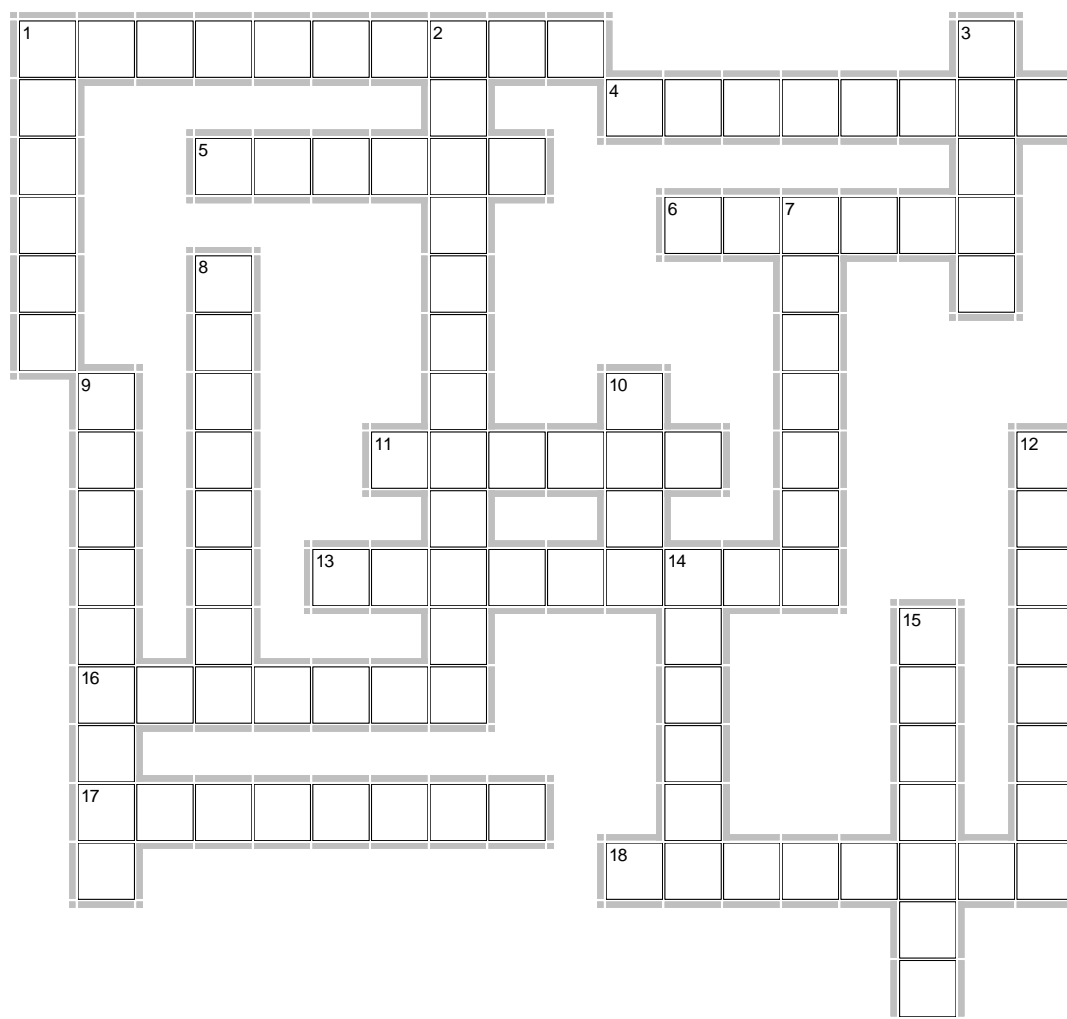
Advertising is often done by _____ firms. First they try to get information about the buying _____ of their _____ who buys a certain product and why. The age, sex and social _____ of a _____ are also important.

The people in the _____ department _____ ideas and themes. They prepare images, photos and text and _____ where the ad should _____.

appear
athlete
attention
broadcast
cartoon
catchy
consumer
creative
customers
decide
develop
famous
habits
headlines
product
remember
repetition
services
special
status



7 CROSSWORD



Across

1. an ad on radio or TV
4. a thin book that gives information on something or advertises something
5. a short song or a melody in ads
6. liked by many people and very popular
11. ad that is shown over the top of a web page
13. the best TV viewing time in the evening
16. short film that is made up of many drawings or pictures
17. the way you do or plan something
18. title of a newspaper that is printed in large letters on the front page

Down

1. easy to remember
2. picture or image
3. type of product made by a company
7. written information that you leave for a person
8. machine that takes you from one floor of a building to another
9. to send out radio or TV programmes
10. to pay money so that you can use something
12. the people at home who watch or listen to a programme
14. the money a person gets for his regular work
15. to write, print and sell something

8 WRITE AN AD ABOUT A PRODUCT - USE PICTURES, SLOGANS AND TEXT TO MAKE IT AS INTERESTING AS POSSIBLE !

The following points should be included:

- what is good about the product
- why people should buy it
- why it is better than a different product
- the price