

Plan for the class

1. 2-min. talk
2. Phonics
3. Discussing advertising
4. Test

Phonics

[ɔ:]

or	storm, door, horse, corpulent, sordid, organic
aw	awe, law, dawn, lawn, sprawl
au	caustic, Paul, cautious
augh	naughty, haughty, daughter
a before l and al	almost, ball, wall, walk, talk, appalling, although

[ɒ]

o	fond, lock, stop, gone, odd, lost, sorry, wrong, often, clock, knock, obvious, promise, doctor
a	want, was, wander, wallet, wallow, wash, watch, warrior, waffle, squat, quantity

[ɔ:]	[ɒ]	[ɔ:]	[ɒ]
daughter	doll	portion	polish
lawn	lofty	gorgeous	gone
law	lobster	stalk	stock
morning	mock	naughty	notch
glorious	glossy	quarter	quality
bore	boss	ought	office
door	dog	walk	what

[əʊ]

o	hope, role, focus, those, both, clothes, bold, open, whole
oa	road, oak, coat
ow	glow, sorrow, pillow, follow, sparrow, throw
ew	sew

Advertising vocabulary

- **advertising agency:** a company that creates adverts for other companies
- **advertising budget:** the amount of money a company decides to spend on advertising
- **brand awareness:** how well people know a particular brand
- **brand loyalty:** the degree to which people continue to buy from the same brand or company
- **buy and sell:** often used to refer to the buying and selling of items between individuals
- **call to action:** something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website
- **celebrity endorsement:** to have a well-known person promote a product
- **classified ads:** small advertisements often put in a newspaper or magazine by individuals
- **to cold call:** to call someone with the aim of selling something without them asking you to do so
- **commercial break:** the short period during TV programmes when advertisements are shown
- **commercial channel:** TV channels that make money from showing advertisements
- **to go viral:** to quickly become extremely popular on the Internet through social media
- **junk mail:** unwanted promotional leaflets and letters
- **to launch a product:** to introduce a new product
- **mailing list:** a list of names and contact details used by a company to send information and advertisements
- **mass media:** large media outlets like TV, newspapers and magazines
- **niche product:** a product that is aimed at a distinct group of people
- **to place an advert:** to put an advert somewhere
- **press release:** something written by a company for newspapers and magazines and websites to share and publish
- **prime time:** the time during the viewing schedule when most people watch TV or listen to a broadcast
- **product placement:** to advertise a product by using it as a prop in a TV show or film
- **sales page:** a page specifically used to promote a product or service
- **to show adverts:** to display adverts on TV
- **social media:** websites that enable users to create and share content or to participate in social networking.
- **spam email:** unwanted, promotional email
- **target audience:** the people a company want to sell their product or service to
- **word of mouth:** recommendations made by individuals to other individuals about a product of service

- advertising budget - рекламный бюджет
- “below-the-line” advertising - нестандартная реклама
- direct mail - прямые рассылки
- billboards - рекламные щиты
- in-store promotions - промо-акции в магазинах
- telemarketing - телемаркетинг
- sponsoring events - спонсирование событий
- advertising entices children to drink and smoke - реклама искушает детей пить и курить
- marketing campaigns - маркетинговые кампании
- to shape preferences - формировать предпочтения
- to promote junk food on television - продвигать нездоровую пищу по телевидению
- to impose restrictions on the marketing of tobacco and alcohol - ввести ограничения на продвижение табака и алкоголя
- to ban adverts - запретить рекламу
- to hook children - подцепить детей на крючок
- food promotion - продвижение продуктов питания
- conventional commercials - обычные рекламные ролики
- children’s exposure to junk-food marketing - подверженность детей продвижению нездоровой пищи

- children's vulnerability - уязвимость детей
- a splendid audience - отличная аудитория
- the influence of marketing on minors - влияние маркетинга на детей
- legislation to curb marketing to children - законы, ограничивающие продвижение детям
- children might be manipulated by a commercial
- such marketing contributes to childhood obesity
- children are gullible - дети доверчивы
- to shield children from marketing
- glossy magazine ads
- consumers can be targeted by internet advertisers
- a surge in online advertising - всплеск интернет рекламы
- getting value for money
- "viral" marketing
- consumer resistance to the growing intrusiveness of advertising
- people often reject traditional ads
- unscrupulous marketing techniques - безнравственные маркетинговые техники
- unethical marketing
- the companies violate ethical marketing codes
- misleading information

TED-talk

http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man.html

- 1. Consumers are faced with increasing numbers of advertisements from competing companies. To what extent do you think consumers are influenced by advertisements? What measures can be taken to protect ordinary people?
- 2. Some of the methods used in advertising are unethical and unacceptable in today's society. To what extent do you agree or disagree with this view?
- 3. Advertising is an integral part of modern life. Some people say that advertising is a positive phenomenon, while others say it is a negative one. Discuss both views and include your own opinion.
- 4. There is an increasing amount of advertising directed at children, which encourages them to buy goods such as toys and snacks. Many parents are worried that advertisements put too much pressure on children, while some advertisers claim that they provide useful information. Discuss both views and give your opinion.

Hometask

1. 2-min. talk.
2. Learn new vocabulary.
3. Watch TED-talk
(http://www.ted.com/talks/john_gerzema_the_post_crisis_consumer.html) and make 7 questions.