



UNIT 4. WORDS THAT PERSUADE

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Objectives

- * **Knowledge:**

- * - List some words relating to advertising
- * - Expressions of making superlatives
- * - List phrases for emotional appeals

- * **Skills:**

- * - Improve language skills: speaking and listening,
- * - Express superlatives and comparatives
- * - Talking about advertising



Objectives

- * **Attitude:**
- * - Be active, excited and enthusiastic in learning.
- * - Build a habit of using English in their careers.



1. VOCABULARY

Cross out the meaning that doesn't match the boldfaced word. Consult a dictionary if necessary.

1. The TV commercial shows the new **Micro**, which is a compact car that easily fits into a tight parking space.

- a. small and well organized
- b. fits

•2. The word **spam** has a negative connotation, while advertisement is more neutral.

- a. dictionary definition of a word
- b. feeling about a word



1. VOCABULARY

Cross out the meaning that doesn't match the boldfaced word. Consult a dictionary if necessary.

3. The billboard reads "Don't!" above a burning cigarette. The cigarette provides the context for understanding the message.

1. the situation or information that helps you understand

2. a book that explains a situation or information

4. The corporate world relies on advertising to sell products.

1. business

2. entertainment

5. The ad describes the apartment as "cozy," which means his large piano won't fit.

1. small and comfortable

2. sunny and cheerful



2. CREATE

- * Work with a partner. Choose a context from the bulleted list. Create a short conversation using the words or phrases from the lists. Each word is a different number of points. Try to get as many points as you can.
- * Contexts
 - * - An employer talking to an employee about changes at the company.
 - * - Two corporate executives discussing how to tell their employees about a workforce reduction.
 - * - A real estate agent trying to sell a house to a client.
 - * - A salesperson trying to sell something to a customer.
 - * - Your idea ...



3. SPEAKING SKILL

SUPERLATIVE ADJECTIVES

- * Use superlative adjectives to compare one person, place, or thing with two or more people, places, or things.
- * Use the superlative to describe something that is more than other things
- * Use the superlative to describe something that is much less than other things.
- * There are some irregular superlatives
- * Superlatives are often followed by phrases with in or of.
- * We have the lowest prices on golf clubs in the area.
- * This is the best printer on the market today!
- * cheap—the cheapest furniture easy—the easiest solution

3. SPEAKING SKILL

- * Work in pairs. Look at the pictures of the products. Create a short advertisement for each product with an expressive adjective, a superlative, and an intensifier. Use a dictionary to help you find new vocabulary. Then share your most persuasive description with the class..

Come on - let's have a 'COKE'!

Coca-Cola is real refreshment for everybody—any time of day. Out and about, or at home with the family, it's always the right time and place for 'Coke'. Pure and wholesome, delicious and refreshing. Coca-Cola is unlike any other drink in the world. Enjoy 'Coke' whenever you feel like a 'break'—and return to work (or play) wonderfully refreshed!

Drink
Coca-Cola
TRADE MARK REG.

Call it 'Coke' or Coca-Cola
it's the same delicious drink

Coca-Cola and *Coke* are the registered trade marks of The Coca-Cola Company



3. SPEAKING SKILL

- * Advertisements are created to persuade people to buy a product by using euphemisms and emotional appeals.
- * In this activity, you will create and perform a TV, radio, or Internet ad that uses persuasive language, including euphemisms and emotional appeals.
- * -Choose a product from the list below or think of your own:
- * wrinkle cream acne cream diet pills hair growth medicine hair dye mouthwash deodorant dandruff shampoo

3. SPEAKING SKILL

- * STEP 2:
- * Write a script and practice the ad
- * Write the script together. Use euphemisms and emotional appeals to sell the product.
- * Keep the ad short (about 60 seconds).
- * Make sure each group member has a speaking part and a copy of the script.
- * Practice the script. Be dramatic (show the emotion) and use props (real objects) if you can.



* STEP 3:

- * Present the ad to the class. Give a
- * brief introduction about the product.
- * Then perform the ad. As you perform,
- * use highlighting to emphasize key
- * words.



5. ALTERNATIVE SPEAKING TOPICS

- * 1. What is the purpose of each of these different types of language? In what contexts are they used? Can you think of some more examples?
- * 2. Does your native language include any of these types of language? If so, which ones?
- * 3. In your native language, are there any other special ways of speaking that are not listed above? What are they? In what context are they used?

6. CONSOLIDATION



- * Advertising
- * Words to persuade



7. HOMEWORK

* *UNIT PROJECT*

- * To be a smart consumer, it is important to be able to analyze and understand how advertising affects us. In this project, you will analyze advertisements to understand the persuasive techniques used to sell products.
- * There are many persuasive advertising techniques:
 - * -Euphemism: Advertisements use positive and negative language to appeal to emotions and persuade people to buy a product.
 - * -Hype: The advertisement uses exciting language (adjectives, comparatives, intensifiers) to persuade people to buy.



7. HOMEWORK

* *UNIT PROJECT*

- * -Association: The advertisement links the product with something that people like, such as a soda commercial that shows a happy family drinking the soda or a car advertisement that shows the car driving along a beautiful road.
- * -Testimonial: People describe how the product helped them. Testimonials can come from everyday customers, celebrities, or experts like doctors.
- * -Repetition: An advertisement is repeated over and over, which makes us remember the product.
- * -Humor: Funny advertisements catch our attention, and the humor makes us feel good.



7. HOMEWORK

- * ***UNIT PROJECT***
- * **STEP 1:** Find two advertisements for the same type of product, but from two different companies. For example, find advertisements for a car from Honda and Ford. The ads can be in a magazine, on television or radio, or on the Internet.
- * **STEP 2:** Analyze the advertisements.
 - * - What is the product?
 - * - Who is the target audience of the ad (men, women, children, older adults, etc.)?
 - * - Write down the words and dialog (written and spoken) that are used in the ad. How is language used to persuade?
 - * - What persuasive techniques are used in the ads?



7. HOMEWORK

* *UNIT PROJECT*

- * - work in a small group. Take turns presenting your analysis of the ads. If possible, show the ads to the group. After everyone has shared their analysis, discuss the questions:
- * - What persuasive techniques are used to sell the different products sold? Do any products use the same techniques?
- * - why do you think the company chose the techniques to sell their products and not other techniques? Could other techniques also be effective?
- * - Do you think any of the ads are deceptive? Why or why not?



THANK YOU!