

UNIT 1

ADVERTISING ON THE AIR

SHARING INFORMATION

- 1) Where did you see or hear the advertisement?
- 2) What product was the ad selling?
- 3) Why do you remember the ad?

1) WHERE DID YOU SEE OR HEAR THE ADVERTISEMENT?

I often see or hear the advertisement on

- Websites that we visit
- social media platforms: Fb, Instagram, Tiktok
- TV
- radio
- Magazine, newspaper
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2) WHAT PRODUCT WAS THE AD SELLING?

Normally, the advertising products are

- Clothes
- Food
- Coffee shop
- Beverage
- - Music
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3) WHY DO YOU REMEMBER THE AD?

- I remember this ad because it had _____
- A funny situation
- A good song
- Cartoons
- Nice-looking people
- Famous people
- An unreal (fantasy) situation
- A demonstration showing how the product works

**MATCH EACH UNDERLINED WORD WITH A DEFINITION OR SYNONYMS LISTED BELOW.
WRITE THE CORRECT LETTER IN THE BLANK**

- a. control
- b. things that have power to make someone interested
- c. ways to make us laugh
- d. feelings
- e. match

- f. opinions about ourselves
- g. make someone decide to do something
- h. do one thing very well
- i. high standard and expensive
- j. special ways of doing things

- d 1. Advertisers use our emotions to encourage us to buy products. They try to make us feel happy or sad, for example.
- a 2. Advertisers try to manipulate our feelings so that we will buy their products.
- 3. Advertisers control our feelings by using emotional appeals that attract our attention.
- 4. We all like to hear funny stories, so advertisers often use humor in their ads.
- 5. It wouldn't be good to make a funny ad about a serious product. The ad wouldn't fit the product.
- 6. Some advertising companies specialize. For example, some companies create ads only for radio, while others create ads for TV.
- 7. I want him to buy a new car, but he says we don't need one. I'll show him this ad. That will persuade him.
- 8. Hilton hotels are luxury hotels. Their advertisements usually focus on furnishings, exercise facilities, restaurants, and service.
- 9. Sound effects, music, and songs are techniques that advertisers use to make their ads interesting and easy to remember.
- 10. Our egos make us want to look good in front of others.

TỪ VỰNG CHỦ ĐỀ ADVERTISEMENT

- billboard: biển quảng cáo
 - competitive (adj): cạnh tranh => competition (n): sự cạnh tranh
 - fierce competition: cạnh tranh khốc liệt
 - rival company: công ty đối thủ
 - all over the place: khắp nơi = to be + pretty much everywhere: hầu hết mọi nơi
 - pop up (v): bật lên, hiện lên
 - persuade sb to do st: thuyết phục để làm st
 - background music: nhạc nền
 - exaggerate (v): phóng đại
 - convince sb to do something: thuyết phục ai làm gì đó
 - promote (v): quảng bá
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SUY NGHĨ, Ý KIẾN VỀ QUẢNG CÁO

- annoying: phiền toái, khó chịu
 - informative: hữu ích, cung cấp nhiều thông tin
 - useful: hữu ích
 - get on my nerves: làm tôi điên, khó chịu
 - not reliable: không đáng tin cậy
 - to be + brilliantly designed: được thiết kế rực rỡ
 - eye-catching: bắt mắt
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- S + find + ST+ adj (..cảm thấy thứ gì đó như thế nào)

Vd: I find advertisements on TV nowadays rather boring and similar to each other

- When I....., I can easily catch sight of (Khi, tôi có thể dễ dàng bắt gặp ...)
- Vd: When I'm travelling to work, I can easily catch sight of billboards of many different brands at busy roundabouts

- Back when I was a little kid, I (Khi tôi còn nhỏ, tôi.....)
- Vd: Back when I was a little kid, I found advertisements on TV very funny and interesting, especially those with catchy background music



SPEAKING TIME!

1. Are there many advertisements in your country?
Where can you see advertisements?
2. What kinds of advertisements do you watch?
3. Do you watch advertisements from the beginning to the end? How do you feel about advertisements?
4. Have you ever bought something because of its advertisement?