

UNIT SIX – ADVERTISING

WORKBOOK, p. 26; READING

TASK In the following article try to find the words defined by the following. The number in brackets indicate the paragraph containing the word needed.

1. /1/ _____ =
a. the ability not to be affected or harmed by something, especially a disease or a drug
2. /1/ _____ =
a. the state of interrupting a peaceful situation
intrusive noise/lights/tourists
b. situation when you you are becoming involved in something in a way that is not welcome
3. /2/ _____ =
to be made experience something unpleasant
4. /2/ _____ =
to fail to be protected from sth harmful or dangerous
5. /2/ _____ =
a skill or ability
6. /2/ _____ =
to stop paying attention
7. /4,5/ _____ =
beliefs or opinions that most people accept as correct
8. /4/ _____ =
one that people disagree about or do not approve of
9. /4, 5/ _____ =
a type of product or group of products sold using a particular name, which is often the name of the company that produces them; the name that is given to the products
10. /5/ _____ =
the most popular time for watching television, which is in the middle of the evening
11. /5/ _____ =
the most popular time for watching television, which is in the middle of the evening
12. /5/ _____ =
a. to put your arms around someone to show love or friendship
b. to completely accept something such as a new belief, idea, or way of life
13. /6/ _____ =
the amount of profit or income that you get from a particular investment
14. /6/ _____ =
businesses or people that sell goods directly to the public

TASK Using the information in the article answer the following questions.

1. Resistance to the growing intrusiveness of of marketing and advertising has reached its peak. T/F
2. People are constantly given so much information that it is almost impossible for them to deal with it. Fortunately, most of the information is closely linked to their work or private problems
3. Many people today are developing the skill of being able to ignore all types of adverts. T/F
4. Why is the effectiveness of advertising a hugely controversial topic?

5. For majority of companies advertising is always the top priority. T/F
6. According to Professor Shaw less than 50% of advertisements provide a return on their investment. T/F
7. In what other way (other than direct effect) can ads affect sales?

COURSEBOOK, p. 51; READING

TASK Using the information in the article answer the following questions:

1. What is Lord Leverhulme famous for?
2. Lord Leverhulme didn't know which of his advertising tools were effective and which were not. T/F
3. The effects of advertising are easier to quantify now than they were, let's say, 60 years ago. T/F
4. In some cases how much money spent on advertising goes down the drain?
5. The advertising industry as a whole is confused about where it is and what direction it is moving in. T/F
6. Why is the advertising industry disoriented?
7. Advertising budget is expected to grow. T/F
8. What alternatives to straightforward advertising does the article list?
9. As a famous car maker wanting to advertise his latest product what strategies will you be thinking of using?
10. What aspects will you base your decision (see question 9) on?
11. Why in your opinion does the Internet account for only a tiny slice of the overall advertising pie?
12. Rupert Howell thinks the Internet poses a serious threat to the other advertising tools. T/F

This is due to a _____ of long-term changes, such as the growing _____ of media and the _____ of new technologies, _____ the Internet. /COMBINE, DIVERSIFY, ARRIVE, NOTE/

These tools have become an _____ part of the industry. /SEPARATE/

COURSEBOOK, p. 54; LISTENING

TASK Complete the gaps with the most suitable words of your choice; one word per gap:

Creativity is at the **1.** _____ (**noun**) of advertising, which is why I've chosen this ad – you know, I think it's a great example of just that. At first **2.** _____ (**noun**), it just looks like a very straightforward shot of a group of young Maasai people, standing together out in the **3.** _____ (**noun**) of the African plains. And you're almost **4.** _____ (**verb**) wondering what this advert could be **5.** _____ (**preposition**), because there is no obvious **6.** _____ (**noun**) of anything connected with consumer society. But then when you look at it more **7.** _____ (**adverb**), you realise that, in fact, the people have been positioned to form the **8.** _____ (**noun**) of a Land Rover four wheel drive vehicle – the Freelander Maasai. I think it's a very **9.** _____ (**adjective**) ad because what it's

saying to people is "Look, this is the vehicle that the Maasai have chosen, and they've done that because they know it's a **10. _____ (noun)** of their own qualities as a **11. _____ (noun)** strong, fearless, intrepid." So for the **12. _____ (noun used as adjective)** audience, this is an ad that's not only reassuring, it's also one that makes a very direct appeal to their **13. _____ (noun)** of adventure.

Glossary – terms, Units 1-5

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1. _____ = additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources.

2. _____ = an offer to buy something at a stated price.
They made a successful _____ for an established company.

3. _____ = a person or company that makes an agreement to do work or provide goods for another company.
The company has no plans to expand its use of _____.

4. _____ = to calculate what you think the value, size, amount, etc. of something will be.
The value of the deal _____ at £12m.

5. _____ = a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it.
When a company is new, it's easy to stay close to its _____.

6. _____ = a person or company who is paid to do part of the work of another person or company.
Always check whether a contractor is using _____, and who is liable if things go wrong.

7. _____ = to decide officially that a particular amount of money, time, etc. should be used for a particular purpose.
Du Pont has _____ funds for the design of four plants.

8. _____ = advice or criticism about how someone is doing their job.
I'm sure he'll improve if he gets positive _____ after each task.

9. _____ = to give someone a particular job or task.
The team leader will _____ tasks to all the members of the team.

10. _____ = to succeed in doing something.
We _____ all our goals on the last project.

11. _____ = information that is collected about the activities of an organisation or individual
We provide confidential reports and _____ for companies operating in the biotechnology sector.

12. _____ = the result of an evaluation of the size or dimension or something.

Precise _____ of business performance enable managers to make better decisions.

13. _____ = the act of monitoring a person or group of people.

Employees must be notified if they are under _____ at their workplace.

14. _____ = the manager with the most authority concerning technology.

15. _____ = to move computer software or information from one computing device to another.

You can _____ music and video clips from the internet onto your mobile phone.

16. _____ = a complete change in ways of thinking, methods of working, political systems, etc.

Computer technology has caused a _____ in working practices.

17. _____ = to move computer software or information from one computing device to another especially from a local computer to a central server or network.

If you _____ big files, you'll need a high-speed internet connection.