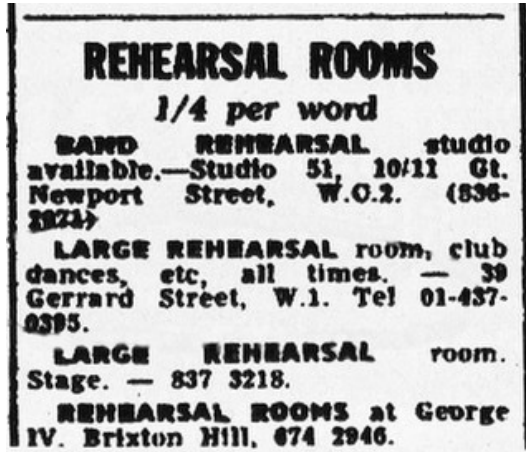


Unit 6 Look at the following types of ads. What are the advantages of each of the type?

CLASSIFIED AD

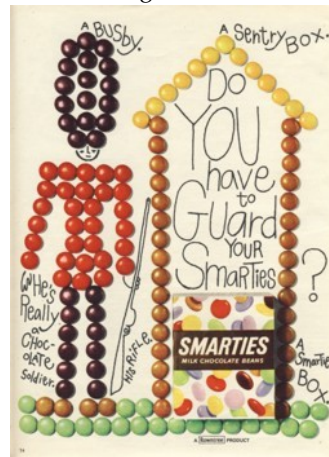


DISPLAY AD

The unique non-alcoholic refreshment drink.



colourful sugar-coated chocolate confectionery



Contextual advertising

(advertising that is *in context* with its environment / is a type of [target-market advertising](#) for advertisers whose ads appear on targeted websites whose content on those websites is highly relevant to the advertiser.

Specific ads are selected and placed on these targeted websites automatically based on the content of the website.)

SANDWICHBOARD MAN



TARGET AUDIENCE

TASK 1) Record your notes in a table below. Classify your notes corresponding to the questions. While answering the questions, give examples.

<i>Are there certain advertisements that appeal to different age groups?</i>	<i>Are there advertisements that appeal to different genders?</i>	<i>Are their advertisements that appeal only to young or teenage children?</i>	<i>Are there advertisements that appeal only to people with certain occupations or hobbies?</i>

TASK 2) Cut out an ad from a magazine/newspaper OR download it from Gogole. Write down your personal comment on why the ad appeals/does not appeal to you

Unit 6 - VOCABULARY PRACTICE

WORD FORMATION

Change the form of the word in brackets so that it corresponds with the context given by the sentence.

1. We value the rich ethnic and cultural _____ of the group. (diverse)
2. Unemployment and inner city decay are _____ issues which must be tackled together. (separate)
3. He is very _____, always dreaming up new gadgets for the home. (invention)
4. The service produces clear, _____, benefits to people's health. (measure)
5. He committed several serious _____. (offend)
6. The hospital was held _____ for negligence. (liability)
7. She sat in the waiting room, casually paging through _____ magazines. (gloss)
8. He can be very _____. (persuade)
9. An _____ is an equivalent word for an adman. (advertise)

VERBS

Use some of the verbs below in an appropriate form to complete the sentences.

RUN ENDORSE ACCOUNT DOUBLE
SPLURGE
LAUNCH POINT OUT EXPOSE POSE
FEATURE

1. They had been expected to _____ a serious challenge to the competitors.
2. I feel like _____ on a new dress.
3. He _____ that we might spend a slice of the advertising budget on celebrity endorsement.
4. Electronic goods _____ for over 30% of our exports.
5. They taught me how to _____ an advert on Facebook.
6. This month's magazine _____ the new James Bond on the front cover.
7. The sale _____ the company to widespread criticism.

CB 51/Reading

Prepare 4 true-false statements and answer key feedback (arguments why the statement is T or F).

- 1)
- 2)
- 3)
- 4)

Unit 7 – selected DEFINITIONS – sample contextual sentences

Use the terms described by U7 definitions

Coursebook, p.150

1. Local residents have filed/brought a _____ (*soudní řízení/ spor*) over water pollution.
2. Angry consumers have announced they will _____ (*soudit se*), i.e. take us to court.
3. Legal _____ (*poplatky*) for registering a company range from \$500 to \$1,000.
4. The company was _____ (*žalována*) for non payment by their supplier.
5. A company spokesperson said that they would be seeking the advice of their _____ (*advokát*).
6. The two companies refused to disclose financial details of their out-of-court _____ (*vyrovnání*).
7. The group is facing claims for _____ (*nábrada škody/ odškodné*), i.e. a compensation, due to faulty components.
8. The _____ (*obžalovaný/ žalovaná strana*) was accused of fraud and tax evasion.

Intelligent Vocabulary, p.54

9. Hundreds of _____ (*i.e. claims made on behalf of a larger group of people having the same legal problem*) have been filed against the investment bank.
10. We produced a 30-minute _____ for our new range of products. (*TV reklama - propagační film*)
11. In 1934 the _____ was established being an independent agency of the United States government which holds primary responsibility for enforcing the federal securities laws and regulating the securities industry, the nation's stock and options exchanges, and other electronic securities markets. (*securities – cenné papíry, to enforce a law – bdít nad dodržováním zákona/ prosazovat zákon, option(s) - opce*)
12. The company has plans to reduce their high _____ to bad debt. (*bad debt – nedobytná pohledávka*)