UNIT 4 – READING SECTION

NAME: _____ DATE: _____

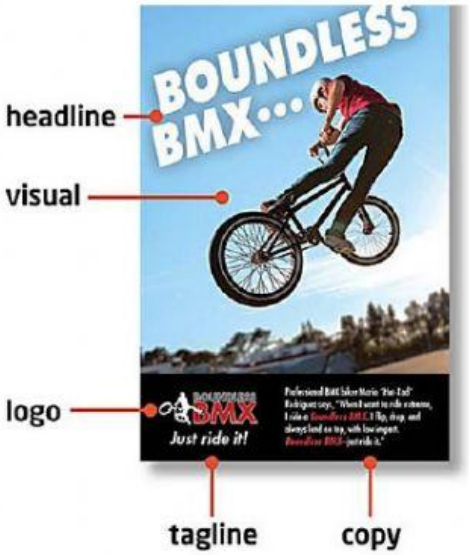
READING A

1 **Listen and read.** TR: 6.8

Be an *Ad Detective!*

Every day we see ads—on TV, in magazines, on websites, in the street, and on our computer screens. We hear them, too. But often we don't notice them. A famous film producer once showed over one hundred products in his movie, but most people didn't notice them!

Are you an ad detective? Can you understand the messages advertisers send you? To be an ad detective, it is useful to know how ads work. Let's look at some typical advertising techniques.



1. **Group pressure:** An ad shows lots of young people, each with their own cell phone. Message: Everyone has a cell phone. You need one, too!
2. **Association:** Everyone looks happy and healthy in the ad. They're cool and beautiful, too. Message: If you buy the product, you will be happy and cool like these people.
3. **Testimonials:** A famous athlete says he wears a certain brand of sneakers. Message: You'll be good at sports, too, if you buy these sneakers. Or, because a famous athlete wears these sneakers, they're a product you can trust.
4. **Repetition:** These ads mention the product many times and say wonderful things about it. Message: You need to remember the product.
5. **Time pressure:** These ads use expressions like "Buy now! Half price this week." Message: You should buy the product quickly before you miss a great opportunity.

Ads are interesting, but you can make better decisions about what to buy when you know these techniques! Try these tips: read product reviews, compare products, test products in the store, and, if you are not sure, wait 24 hours before buying. You may decide that you don't really need or want the product!



LIVEWORKSHEETS

2 **Read.** Reread the text. Find the technique used in each ad below. Write the number.

a. 3 A popular hip-hop singer is advertising some clothes.

b. _____ Summer vacations end next week. Backpacks are half price this week.

c. _____ You hear the name of the product seven times in a thirty-second ad.

d. _____ Some friends are playing outdoors. They're all wearing the same sneakers.

e. _____ Young people are cycling outdoors. They're laughing. The sun is shining.

3 **Read the text again.** Find other word forms.

1. advertising → ad / advertisers
2. decide → _____
3. producer → _____
4. repeat → _____

4 **Discuss.** Work with a partner. Look at the tips in the last paragraph. Which is:

1. the most useful tip?
2. a tip you already use?
3. a tip you would never use?
4. a tip you would like to try?



LIVEWORKSHEETS