

UNIT 7.1 - E. FURTHER PRACTICE



2. Complete the text using these words and phrases. Add the if necessary

lower prices

larger

smaller

most expensive

cheaper

more people

easiest ways

better than

less

best

most suitable

ADVERTISING SPACE

Companies have to choose *the best* (1) way to advertise based on budget and suitability. TV adverts are(2) form of advertising and only larger companies can afford them. A radio advert is(3) to produce, and is often more effective for(4) companies with a limited budget. Local radio reaches(5) and its message can be more direct.

Print ads in magazine, newspaper and on billboards are one of(6) to reach people. Advertising space in local newspapers costs(7) than in national papers and is often very effective. Even big stores place adverts in local papers, although they have(8) adverts than the local shops. National newspaper often carry adverts for computer or mobile phone companies offering(9) than their competitors.

Advertisers spend time selecting(10) publication. For shampoo manufacturers, women's magazines are(11) sports magazines, because they are seen by the biggest audience of consumers.

4. Read "Who's who in advertising?" and decide if the sentences are True (T) or False (F)

- 1 Account managers are only responsible for the budget.F...
- 2 Art directors are responsible for creating the basic idea for the advert.
- 3 Copywriters work on the visual side of the advertising campaign.
- 4 People in the Media department have to negotiate to buy advertising space.
- 5 The print production manager is the person who records commercials.
- 6 Art director are responsible for filming TV commercials.



Who's who in advertising?

ACCOUNT MANAGERS

They oversee the advertising process and liaise between the client and the agency. They keep the project on budget, brief their team and present the results to the client. Account managers need strong interpersonal, negotiation and communication skills.

CREATIVES

All advertising campaigns start from an idea developed by the "creatives". Art directors come up with the ideas and "look", copywriters write and edit the words, and graphic designers create the final visual result. Copywriters need good language skills, while designers have strong visual skills.

MEDIA DEPARTMENT

They create a media plan for the client, and buy advertising space in magazines, newspaper and the Internet, or on radio and TV. They choose the right medium for the product, and negotiate on behalf of the client. Media people are analytical, logical and have a strong commercial awareness.

PRINT PRODUCTION AND TELEVISION/RADIO PRODUCTION

The print production manager supervises the production of printed materials, the TV producer films commercials and the radio producer records commercials. They ensure that the product is on time, on budget and that it delivers the original concept.

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5. Listen and write T (True) or F (False) for each statement.

1. Lisa hasn't eaten Japanese food before.
2. Richard likes Japanese restaurants because the food is fresh and the service is efficient.
3. Richard can't explain the dishes on the menu.
4. Lisa is vegetarian and can't eat meat or seafood.
5. Lisa and Richard order the same dishes.
6. Lisa would like to eat at a Japanese restaurant again.

6. Listen again and tick the expressions you hear

Expressions

- Are you ready to order?
- What would you like?
- I'd like
- I'll have
- Can you tell me whatis?
- That sounds nice
- I don't like the sound of that
- What's the soup like?
- It's delicious!
- It's quite nice.

THE END!