WRITING TOPIC: ANALYZING AN ADVERISEMENT

P.56

WRITING SKILL Writing Paragraphs and Topic Sentences

A topic sentence states the main idea of a paragraph. Topic sentences normally begin a paragraph, but they can also appear later. Example of a topic sentence:

Descriptions in ads and signs can influence buying decisions.

A paragraph is a group of sentences about one topic. All the sentences in a paragraph should relate to the topic or main idea of the paragraph. The sentences may give examples, facts, or reasons to help the reader clearly understand the main idea.

A **Read the topic sentence in the paragraph below. Underline the examples, and double underline the reasons that support the examples.** P.48

Supermarkets use various strategies to get customers to buy their products. One way is placing products for children on lower shelves. This makes it easier for children to see and then ask their parents to buy something. Another strategy is giving out free food samples. Seeing, tasting, and smelling food can make people feel hungry and want to buy it. Supermarkets also place candy and other cheap items at the registers as customers might buy a snack while they wait in line.

Topic sentence

Supporting Idea 1

reasons/examples support idea 1

Supporting Idea 2

reasons support the idea 2

Supporting Idea 3

reasons support the idea 3

LIVEWORKSHEETS

C **Choose the most suitable topic sentence (a–c) for the paragraph below.**

a. Supermarkets often arrange and organize their products in a specific way.
b. SuperFoods influences customers to spend more time in the store by having no windows or clocks.
c. SuperFoods is an example of a supermarket that uses strategies to make customers spend more money.

One technique the store uses is to put most of the basic food items, such as eggs and milk, at the back. Customers have to walk through the entire store to get to them. On the way, they may notice other products to buy. Another strategy SuperFoods uses is to put more expensive items on shelves at the customer's eye level. Less expensive brands are on the bottom shelves, so customers don't see them easily. This makes customers more likely to choose more expensive products. Finally, SuperFoods doesn't have any clocks or windows. It's hard for customers to know what time it is, so they tend to spend more time shopping in the store.

D **Read the paragraph below and write a topic sentence for it.**

_____.

One way to buy less when you shop is to make a list of the things you need. If you plan carefully and only buy what's on the list, you'll spend less money. Another way to deal with supermarket strategies that make you buy more is to shop when you aren't hungry. Studies show that hungry shoppers buy more food than they need, so only go shopping after a meal. Shoppers can also save money by shopping for groceries online. If you shop at home, supermarket strategies, such as the layout of the store or free samples, won't influence your buying decisions.

LIVEWORKSHEETS

E Read the topic sentence (in blue) in the paragraph below. Cross out two sentences that do not support the topic sentence.

Product packagers use color to influence people's buying decisions. (1) For example, packaging for children's cereals often use bright, primary colors such as red, blue, and yellow. (2) Studies show that children are more attracted to primary colors than lighter colors such as pink and white. (3) In addition, stores often put children's cereals on lower shelves so children will see them. (4) Another example is perfume packaging, where packagers often use colors such as gold or silver. (5) These colors make people think of expensive metals. (6) They also send the message that a product is valuable, so customers will feel good about paying a high price for it. (7) Perfume makers also put small bottles into large boxes so customers will think they are getting more of the product.

F. Identify the topic sentence, supporting ideas and supporting details

(1) Large supermarkets have about 40,000 products. **(2)**To make customers notice their products, companies carefully design the packaging—the boxes, bottles, and containers. **(3)**The choice of color is important to make a product attractive to customers. **(4)**More than 80 percent of customers decide to buy one product instead of another because of its color. **(5)**In addition, the shape of a product is part of its selling strategy. **(6)**On a supermarket shelf full of bottles with square labels, people notice a round label. **(7)**Color and shape are just two package design strategies that companies use to make sure customers see their products among so many other choices.

(Introductory sentence)
Topic sentence
Idea 1 to support the main idea
Reasons/examples/facts to support the example 1
Idea 2 to support the main idea
Reasons/examples/facts to support the example 2
(Conclusion)

LIVEWORKSHEETS

LANGUAGE FOR WRITING Connecting Ideas

As you learned in Unit 2, using words like *first* is one way to link ideas in a paragraph. The words and phrases below are used to connect ideas that don't need to go in any particular order.

***In addition* / *Furthermore* / *Also*,** *the use of celebrities in ads can make people buy products.*

Celebrities can ***also*** *help reach a larger number of people.*

Another *benefit of using a celebrity is that many people trust them.*

Note that we use commas after the adverbs that come at the beginning of a sentence.

Also can be placed before the main verb.

Another is an adjective and usually comes before a noun.

Correct one mistake with connecting words and phrases in each of the sentences (1–4).

1. Ads use firstly emotional impact to make us believe that their product will affect our lives in a good way.
2. One technique is to place items in certain positions on the shelves. An additional is to use colors to affect the way we feel about a product.
3. Some ads use celebrities, furthermore.
4. Finally ads should have clear messages that are easy to understand.

LIVEWORKSHEETS

WRITING TASK

Choose an ad and explain why it is effective. Give at least 3 reasons.

Write a paragraph of at least 100 words.

OUTLINE

Topic sentence: _____

Supporting Idea 1: color

Detail: _____

Supporting Idea 2: Sound/message

Detail: _____

Supporting Idea 3: Strategies (celebrity? Emotional? Perfect family)

Detail: _____

WRITING TASK (deadline ..... 2021)

Choose an ad and explain why it is effective. Write a paragraph of at least 100 words.

What makes an effective advertisement?	
EXAMPLES	**EXPLANATIONS/ REASONS**
1. message	touching/ meaningful/ easy to remember/ positive feeling .....
2. Color	Outstanding/bright (red = encourage appetite, excitement, passion Yellow, orange = promote optimism Green = heath, nature
3. Strategies (celebrity....)	

LIVEWORKSHEETS

OUTLINE

Topic sentence: I have watched a lot of advertisements, but the most impressive one is ..... This advertisement is effective because of the following reasons.

Supporting Idea 1: First,/ Firstly, it gives people an impression of ...../ One reason is that it .....

Detail: To be more specific, / For example/ For instance, ...

Supporting Idea 2: In addition, / Furthermore,/ Also, / Another reason (An additional reason) is that ....

Detail: _____

Supporting Idea 3: Finally,/ Last but not least, ...

Detail: _____

LIVEWORKSHEETS