



As an example of making a scientific claim, the speaker talks about an advertisement for 1 .

The most important message in the advertisement for the car is to do with 2 .

When targeting teenagers in advertisements, products are often linked to 3 which others would find unacceptable.

Advertisements aimed at parents may include young children or 4 and , as they connect with their role as carers.

1 To support the suggestion that one product is better than its competitors, the existence of actual proof is often mentioned. In one case, involving the promotion of , reference was made to an unnamed university research project, which analysed shades of white.

2 It must be true that there are more advertisements focusing on our love of driving than on anything else. While the messages of freedom and mobility are always important, it is above all the aspect of that is stressed in this particular one. We are supposed to believe that this car will take us to new places in society and change our role for ever.

3 Advertisers adopt different strategies as far as young people between the ages of 15 and 19 are concerned. For this population, it is not about conforming but about the complete opposite of that. Indeed, products for this age group are frequently connected with , the kind that older people such as parents might well disapprove of.

4 Turning to mothers and fathers as consumers, advertisements targeting these people often reinforce the experience of bringing up a family. An advert that links its product to young children or even, interestingly enough, to , will probably succeed because these images appeal directly to motherly or, perhaps less commonly, fatherly instincts!

