

READING COMPREHENSION

TITLE: _____



Welcome, 1st ESO students, to the exciting world of **advertising**! Let's explore the basics of advertising and its impact on our daily lives.

Advertising is all around us. It is the process of promoting and publicizing goods or services to a target audience. Its main goal is to increase brand awareness and persuade consumers to buy the advertised product or service.

Advertisements can be found in various forms, such as television commercials, radio spots, newspaper ads, online banners and social media ads. They are designed to catch our attention and make us interested in what is being promoted.

There are two types of advertising; one of the most common forms is **product advertising**, which aims to inform and persuade consumers about the benefits and features of a particular product or service. The second type is **institutional advertising**, which focuses on promoting an entire company or organization rather than specific products/service.



In today's digital age, **social networks** have revolutionized the advertising landscape. Social networks like Facebook, Instagram and Twitter provide platforms for advertisers to reach a vast audience and engage with potential customers. Social network advertising not only increases brand visibility but also enables direct interaction with consumers through comments, likes, and shares.

One important aspect of advertising is the use of catchy **slogans**, memorable jingles, and eye-catching **logos**. These elements help make the brand memorable and distinguish it from competitors.

Each advertisement is created with a specific **target audience** in mind. Advertisers study consumer behavior to identify the people who are most likely to be interested in their products.

In a nutshell, advertising is a powerful tool that influences our choices as consumers. By understanding the basics of advertising, you can become more informed and critical consumers, aware of the techniques used to capture your attention and persuade you to make a purchase.

EXERCISES

PART 1. Match the following terms with their corresponding descriptions:

1 Product advertising:

2 Institutional advertising:

3 Catchy slogans:

4 Target audience:

5 Social networks:



Descriptions:

- a)** Memorable phrases used in advertisements to grab attention and create brand recognition
- b)** Advertising that focuses on promoting an entire company or organization rather than specific products/services.
- c)** The process of promoting specific goods or services to inform and persuade consumers about their benefits and features.
- d)** Online platforms such as Facebook, Instagram, and Twitter that provide avenues for advertisers to reach a vast audience and engage with potential customers.
- e)** The specific group of people for whom the advertisement is intended.

PART 2. Circle the correct answer.

1 What is the main goal of advertising?

- a) To create catchy slogans
- b) To increase brand awareness and persuade consumers
- c) To study consumer behavior
- d) To use social networks for promotion

2 Name two forms of advertising mentioned in the text.

- a) Social media and radio
- b) Television and newspaper
- c) Jingles and logos
- d) Catchy slogans and online banners

3 What is the difference between product advertising and institutional advertising?

- a) Product advertising focuses on promoting a company, while institutional advertising promotes specific products.
- b) Product advertising promotes specific products, while institutional advertising promotes an entire company or organization.
- c) Product advertising is done on social networks, while institutional advertising is done on television.
- d) Product advertising aims to study consumer behavior, while institutional advertising aims to create catchy slogans.

4 How have social networks impacted advertising?

- a) They have made advertising more expensive.
- b) They have made advertising less effective.
- c) They have provided platforms to reach a wide audience and engage with potential customers.
- d) They have eliminated the need for catchy slogans and logos.

5 What are some elements used in advertising to make brands memorable?

- a) Social networks and online banners
- b) Radio spots and newspaper ads
- c) Catchy slogans, memorable jingles, and eye-catching logos
- d) Television commercials and consumer comments

6 How do advertisers determine their target audience?

- a) By studying consumer behavior
- b) By creating catchy slogans
- c) By using social networks
- d) By promoting specific products

7 Why is it important for consumers to understand the basics of advertising?

- a) To become more informed and critical consumers
- b) To create catchy slogans and jingles
- c) To study consumer behavior
- d) To increase brand visibility

PART 3. Vocabulary review**CHAMPIONS VOCABULARY**

VOCABULARY	DESCRIPTIONS
	The process of promoting and publicizing goods or services to a target audience.
	Focuses on promoting specific goods or services to inform and persuade consumers.
	Focuses on promoting an entire company or organization rather than specific products.
	The specific group of people for whom the advertisement is intended.
	Online platforms (e.g., Facebook, Instagram) that provide avenues for advertisers to reach a wide audience and engage with potential customers.
	Memorable and attention-grabbing phrases used in advertisements.
	Visual symbols or designs that represent a brand or company.
	The specific group of people for whom an advertisement is intended.

