



A. Introduction.

1. Think of the last advertisement you have seen and discuss:
where have you seen it?
what was the brand?
what was the product?
Did you feel attracted? Why/ Why not?

2. Think of two things you would like to buy right now (It doesn´t matter if you can afford it or not).
How did you find out about them?
Why do you want to have them?

B. Vocabulary.

1. Match the words below to their meanings.

1. Artwork
2. Body copy
3. Slogan
4. Logo
5. Headline

A) a little drawing that represents the company
B) a word or short sentence that gives the main idea of the advert
C) a photo or drawing
D) words that are in smaller letter that give more information about what is being advertised
E) a short phrase that is easy to remember and represents the company e.g. “Just do it” (Nike)

2. Look at this McDonald’s advertisement and label the parts with the words above.





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C. Analysing an Ad.

1. Look at the following advertisement and answer the questions:

a. What product or service ***is advertised***?
b. What of the following advertising techniques ***are employed***?

Humor- Is the ad funny?
Celebrity Endorsement- ***Is the product promoted*** by a famous person?
Personal Testimonial- ***Is the product/service promoted*** by a user?
Image- Will the product/service enhance your image? Does it look cool or pretty?
Product Quality- Is the product/service of high quality?
Sale- ***Is*** there a special sale or limited-time offer ***advertised***?
Other: _____

c. What is the message of the ad?
d. What catches you attention inmmediately?
e.What would you change about the ad?
f. Do you think the product/service would change your life?
Why/ why not?

D. Present Simple Passive.

1. Look at the highlighted phrases in exercise C, they are examples of **present simple passive voice**.
What verb forms are used? _____ + _____

The passive voice is used when we focus on the object of the sentence

Rihana (S) **sings that song** (O) ⇒ **That song** (O) **is sung by Rihana**

We also use the Passive voice when we don't know the agent of the action; or when it is not relevant.

Some brand advertises the product (O) ⇒ **The product** (O) **is advertised by some brand**

Someone promotes the service. (O) ⇒ **The service** (O) **is promoted**

2. Turn these sentences into the passive.

a. Everybody loves chocolate.

b. Kids always eat candies.

c.The American people elect the members of Congress.

d. We buy products every day.

e. Adidas designes the best trainers.

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