16 NEW AND IMPROVED!

VOCABULARY Advertising: nouns and verbs

1 **Match the words and phrases to the definitions.**

1 ad break .....
2 sample .....
3 appeal to .....
4 consumer .....
5 launch .....
6 sponsor .....
7 product placement .....
8 aimed at .....

a a person who buys something for their own use
b the time on TV or radio used for advertising
c support a person/organisation financially as a way of advertising
d a small amount of something that shows you what it's like
e be attractive to
f intended to influence or affect a particular person or group
g a way of advertising a product by making it appear in a film, TV show, etc.
h make available for the first time

2 **Choose the correct words.**

1 A local company has just decided to *sponsor* / *launch* our band.
2 That car manufacturer apparently spent $1 million getting *product placement* / *samples* in the latest James Bond film.
3 I disagree with advertising that is *sponsoring* / *aimed at* children.
4 The best thing about some TV programmes is the *samples* / *ad breaks*.
5 There were people in the shopping centre giving out *sponsors* / *samples* of a new breakfast cereal.
6 The new edition of Minecraft was *launched* / *sponsored* yesterday.

3 **Complete the sentences with words and phrases from Exercise 1 in the correct form.**

1 We need to design something that will _____ young adult females.
2 Did you receive a _____ of our new product in the post this week?
3 Did you see all the _____ in that celebrity's latest video?
4 These food price increases will affect all _____.
5 I'm trying to find a new _____ for the children's football team.
6 The company is _____ its new product at the end of the month. It's _____ the teenage market.

4 **Answer the questions about yourself.**

1 What is your favourite brand of clothing?
2 What do you do during ad breaks?
3 Who sponsors your favourite team?
4 When did you last notice product placement?
5 What was the product?

READING

1 **Have you ever thought about a career in advertising? Write five words describing what you think it would be like.**

2 **Can you think of any myths about advertising? What are they?**

myth (n): an idea that is not true but is believed by many people

3 **Read the article, ignoring the gaps. Does it mention any myths you thought of? Does the author have a positive or negative view of the advertising industry?**

PREPARE FOR THE EXAM

Reading and Use of English Part 2

4 **Read the first two paragraphs of the article. For questions 1–8, think of the word which best fits each gap. Use only one word in each gap.**

EXAM TIPS

- Remember to use only one word in each gap. Don't use contractions.
- Fill in the easy gaps first, then go back and try the harder ones.
- Read the text again when you have finished to check your answers.

LIVEWORKSHEETS



Five myths about advertising

Advertising is the same as marketing.

No, it isn't! They're connected **(0)** *but* different. Marketing is about **(1)** _____ out what customers want and using that information to design and create products that meet their needs. Advertising is about trying to persuade people to buy your products once they have **(2)** _____ created. Advertisers don't make products, they sell them. So, working in advertising requires different skills **(3)** _____ working in marketing.

Anyone can learn to sell.

Absolutely not! It **(4)** _____ be true that training will help anyone to perform better in their work, but selling is a talent that you **(5)** _____ have or you don't have. It's **(6)** _____ of your personality. It's probably more accurate to say that someone who can sell, can sell anything – the skill is the same, **(7)** _____ the product. Training will make a good salesperson great, but it won't turn someone **(8)** _____ a salesperson who doesn't have selling in their soul.

It's a really exciting career.

It can be, yes. If you're part of the team that creates a really successful advertisement, it can be a lot of fun, and you'll get the sense of achievement that always results from doing something well. Just don't think it will be like that all the time. People in advertising work hard, they work long hours and they may not work at all if the product they're advertising doesn't sell. It's a tough industry to work in, there's a lot of competition and there's always someone who wants your job!

You'll make a fortune!

Well, you might, but it's never a good idea to go into a job thinking that it's an easy way to make money quickly. Think of the thousands of people working in advertising. Some of them will become extremely well-off, but most will not, as in any profession. You will need to be willing to work for a modest income while you're learning the job, perhaps for a number of years. With talent and perhaps a little luck, you may eventually earn a high salary.

Advertising is morally wrong.

There's nothing immoral or dishonest about advertising. The idea that selling is dishonest probably comes from the past, when sellers did not always tell the truth about the products they were selling. Today, advertising agencies must follow rules and there are severe penalties for any who do not. Advertising messages are often extremely sophisticated and may suggest that a product is better than it actually is, but it is illegal to make statements that are incorrect.

5 **Answer the questions.**

1 What is the main difference between advertising and marketing?

2 Does the writer think that it's possible for anyone to learn to sell? Why? / Why not?

3 Why is advertising a tough industry to work in?

4 What are the key features that might make you wealthy if you work in advertising?

5 Why are advertisers generally honest these days?

6 **Match the highlighted words in the article to the meanings.**

1 rich _____
2 difficult _____
3 not large _____
4 wrong _____
5 punishments _____

LIVEWORKSHEETS