ADVERTISEMENTS AND ADVERTISING

Lea el texto y realice las siguientes actividades.

No matter where you look you will see ads or advertisements. They are everywhere: In newspapers, in magazines, on TV, on the radio, on the internet, when you play games on the computer, on clothing on balloons and blimps, on… Well, they are a part of your life. There are so many that you might not even notice them.

To advertise means to call something to the attention of the public. That can be done in many different ways. Street vendors advertise by calling out loudly: "Bananas – 10 for 2 dollars!" Others prefer to advertise their products on posters that can be found everywhere. Others again use television and radio for the purpose. Advertisements have been around for a long time.

Most printed ads consist of a headline/slogan, an eye catcher, and a copy.

It is hard to imagine a world without advertisements. They are everywhere and they pay for many things. Just think of all the programs on television that are sponsored by a company or magazines that are full of ads. You would have to pay much more if they were not part of the magazine. When you surf the net or play a game online, they are there.

Advertisements are necessary –that's what a lot of companies have experienced. Just look at the Coca-Cola and Pepsi story. Coca-Cola used to be the preferred product when it came to cola. Pepsi took the challenge and invented the Pepsi Challenge. In blind tests Pepsi was preferred by a lot of people.

Ads are not the same in every country. You have to pay attention to traditions, history and culture. What works in one country might not work in another one.

An important part of advertising and selling products is the idea of brands. When you buy a particular brand, you are not just buying a product; you are buying an identity and a lifestyle. In the old days a brand meant something hot or burning. Today it is an identifying logo, a mark or symbol that distinguishes one company or products from others. A good logo is unique and not easily confused with logos of other companies. Many logos are famous and have been around for a long time.

A) ¿En qué párrafo se encuentra la siguiente información? Escribe el número de párrafo en el casillero al lado de cada oración. Hay una oración extra (marca con una cruz mayúscula).

1. La historia de Coca-Cola y Pepsi. ☐
2. Las publicidades son parte de nuestra vida. ☐
3. Publicitar es llamar la atención del público sobre algo. ☐
4. Lo que funciona en un país no funciona en el otro. ☐
5. Las publicidades están cuando navegamos por internet. ☐
6. Las marcas más conocidas. ☐
7. Las marcas son un logo o símbolo. ☐

B) Identifique y escriba a qué hacen referencia las siguientes palabras. (Escriba en mayúscula imprenta y en castellano).

1. **they** (párrafo 1, línea 1): ……
2. **many** (párrafo 1, línea 3): ……
3. **all** (párrafo 3, línea 1): ……
4. **it** (párrafo 4, línea 2): ……
5. **one** (párrafo 5, línea 2): ……
6. **it** (parrafo 6, linea 3): ……

LIVEWORKSHEETS