

16 New and improved!

VOCABULARY Advertising: nouns and verbs

1 Match the words and phrases to the definitions.

1 commercial break
2 sample
3 on offer
4 consumer
5 launch
6 sponsor
7 logo
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 on sale at a cheaper price than usual
f intended to influence or affect a particular person or group
g a design or symbol used by a company to advertise its products
h make available for the first time

2 Choose the correct answer.

- 1 A local company has just decided to *sponsor* / *launch* our band.
- 2 That car manufacturer apparently spent \$1million on their new *consumer* / *logo*.
- 3 I refuse to buy anything that is really *on offer* / *aimed at* children.
- 4 The best thing about some TV programmes is the *logos* / *commercial breaks*.
- 5 There were people in the shopping centre giving out *logos* / *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.

- 1 We need to design a new for our clothing company.
- 2 Did you receive a of our new product in the post this week?
- 3 I don't usually buy biscuits, but they were at the supermarket today.
- 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 commercial breaks?
.....
- 3 Who sponsors your favourite football team?
.....
- 4 When did you last buy something that was on offer?
.....
- 5 What was it?
.....
- 6 What is your favourite logo?
.....

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 on page 65. Does it mention any myths you thought of? Does the author have a positive or negative view of the advertising industry?

4 Label each section in the article with the correct heading.

- a You'll make a fortune!
- b Advertising is the same as marketing.
- c It's a really exciting career.
- d Advertising is morally wrong.
- e Anyone can learn to sell.