

Picture Description

B



What is he writing on the whiteboard?



A



What projects are they working on?

Business World



More and more websites make a lot of their money through targeted ads. They collect data about users so that they can show you adverts relevant to your specific lifestyle and situation. However, some have raised concerns about users losing their privacy and anonymity. Are these sites invading your privacy?

Vocabulary

- | | |
|---------------|--------------|
| 1. retailer | 5. goods |
| 2. liberty | 6. compile |
| 3. accumulate | 7. commodity |
| 4. passive | 8. liable |

Role Play – Advertising



Scenario 1 – Selling to the West:

Student A and Student B need to advertise a common Asian product to a western audience.

Scenario 2 – Online Advertising:

Student A is keen to advertise their company's product online. He/she asks Student B for advice and ideas.

Agree or Disagree



1. Tobacco advertising should be illegal.
2. There is too much advertising in public places.
3. Advertising can be harmful to children.

- What are some effective adverts you have seen lately?
- What products have you bought because of persuasive adverts?
- What advert do you find most annoying?
- What is the most advertised product in Japan?