

Advertising



In your opinion, what company currently has the best adverts?

Business English Conversation

Super Class

Picture Description



What is he writing on the whiteboard?

B



A

Business Spotlight



As part of the ban on tobacco advertising, in 2015 the British government banned branded cigarette packs, to prevent people from being attracted to fancy packets. Now, all cigarettes must be sold in plain packets. Is this a practical measure, or an overreaction?

Vocabulary

1. desirable
2. graphics
3. harsh
4. formerly
5. effectiveness
6. tobacco
7. parliamentary
8. psychology

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.



Talk about one of the following topics for one minute:

1. The most effective ways to advertise.
2. False and dishonest advertising.
3. Teaching children not to be swayed by advertising.

*Other students in the class, ask one question each to the presenter after the speech

- What are some effective adverts you have seen lately?
- What sort of advert do you find most persuasive?
- What is the most advertised product in Japan?
- How easy do you think it is to influence children with advertising?