Getting To Know

WHAT MAKES A GOOD ADVERTISEMENT?

In 30 seconds, answer the following questions:

1. What is advertising?

2. Do you enjoy watching commercials?
Watch the video and answer the following question in 60 seconds.

• What are the advantages and disadvantages of advertising?

Source: http://www.dailymotion.com/video/x4a0kfy
Wear Your Words

Listen and repeat. Then, choose a word to define.

1. Potential (adj) /pəˈtenʃl/

2. Succinctly (adv) /səkˈsɪŋktli/

3. Recall (v) /rɪˈkɔːl/

4. Audience (n) /ˈɔ:diəns/

5. Indicate (v) /ˈɪndɪkeɪt/

6. Promotion (n) /prəˈməʊʃn/

Make a sentence using that word.

Example: First we need to identify actual and potential problems.
Wear Your Words

Explanation of useful phrasal verbs.

Put in

to include something in a letter, story, etc.

Keep on

to continue doing something.

Examples:
✓ Put an advertisement in the local paper to sell your car.
✓ He keeps on running his own business.

Make a sentence using one of the given phrasal verbs.
Essential Structures

Make a sentence using the given structure.

Structure:

S + be + obsessed + by/with + Sth.

Example: She is completely obsessed with watching TV.

Make a sentence using the given structure.
Pair Work: With your partner, discuss what makes an effective advertisement in **180 seconds**.

**Suggestions:**
- Connect with its audience.
- Be memorable and easily recalled.
- Provide information quickly and succinctly.
- Get the attention of potential customers.
- Make it seem urgent, give customers a reason to buy.
- Etc.
Assessment Form

Here are some comments on your performance

<table>
<thead>
<tr>
<th>Students</th>
<th>Pronunciation</th>
<th>Vocabulary</th>
<th>Grammar</th>
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Feel free to ask if you have any questions!
What We Gained

- Vocabulary related to advertising.
- **Two phrasal verbs:**
  - Put in
  - Keep on
- **Structure:**
  - S + be + obsessed + by/with + Sth.
- Discussion about things make an effective advertising.

Please do your homework in the downloadable outline from the website!
## Homework
Complete your mission and find more in related lessons

<table>
<thead>
<tr>
<th>Your mission</th>
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<tbody>
<tr>
<td>✓ Take note of what you need to improve (Vocabulary, Grammar and Pronunciation)</td>
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<tr>
<td>✓ Search for related lessons in the course browser</td>
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<td>✓ Take those lessons</td>
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<th>Recommendation</th>
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<tr>
<td>✓ 141-suffixes of support (#0240)</td>
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<td>✓ 141-suffixes of &quot;market&quot; (#0163)</td>
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