

Monologue on *ADVERTISING*
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Active Vocabulary: 21

Grammar Structures: 4

Linkers: 11

Total: 572 words

<i>You are going to give a talk about ADVERTISING.</i>	The text of the monologue	Vocabulary, Grammar Structures, Linking Words and Phrases
Step 1. Introduction 1. Start with a hook sentence that will attract the listener's attention (a quote, a proverb, etc.). 2. Lead your speech steadily to the main part of your talk. 3. The introduction may consist of 3-6 sentences.	"Advertising is the greatest art form of the 20th century." This quote highlights the undeniable power of advertising in shaping modern business and culture. It is widely known that advertising is a crucial factor in a company's success. Thus , every ambitious entrepreneur understands that it pays to advertise .	it is widely known that thus it pays to advertise
Step 2. What is advertising? What Makes a Good Advert? 2.1. What is advertising? What does the AIDA formula mean? Why and how do companies advertise their products and services? 2.2. What makes a good advert? Describe some advert you have seen. Say: -what type of advert it is; - what product or service it advertises. Explain why you like it and think that this advert is effective.	Advertising serves as a key instrument to attract customers' attention easily and motivate them to go and buy a product . The AIDA formula, commonly applied in advertising, consists of four essential stages: A for attention, I for interest, D for desire, and A for action. Companies spend vast sums of money on advertising to build strong brand recognition and boost sales. There are many forms of advertising, such as TV or radio commercials, billboards, banners, endorsements, handbills, and word-of-mouth advertising . Nowadays, adverts are rarely purely informative and focused on a product . For example , Coca-Cola has successfully associated its product with the festive spirit of New Year. Their advert includes a well-known jingle, an inspiring story about Santa Claus taking away the ordinariness of everyday life , and giving the audience an escape from reality . In addition , a catchy slogan like "The real thing" and an instantly recognizable logo strengthen the brand's identity. In my view, all these components contribute to making an advert truly effective.	attract customers' attention easily motivate them to go and buy a product are purely informative are focused on a product taking away the ordinariness of everyday life escape from reality an instantly recognizable logo word-of-mouth advertising For example In addition such as

<p>Step 3. Manipulating Images</p> <p>3.1 Speak about the reasons for manipulating images in advertising. How can images be altered in adverts?</p> <p>3.2. What are the arguments “for” and “against” manipulating images? What is your attitude to manipulating images of people in advertising?</p>	<p>In recent times, the manipulation of images in advertising has become increasingly prevalent. It is standard practice for pictures to be digitally retouched for the purpose of making products and models look more physically perfect. Companies use various software programs such as Photoshop to enhance images. As a result, models appear younger and slimmer than they are in reality, presenting an altered version of beauty standards.</p> <p>The topic of photoshopping has caused a great deal of controversy. On the one hand, adults are well aware of the fact that adverts often promote an unrealistic and distorted image of people and products. You can notice this if you use critical skills. That is why some argue that airbrushed images should be seen as an artistic expression rather than a deceitful practice. On the other hand, manipulating images can set unattainable expectations, particularly for young people, leading to self-esteem issues, eating disorders, and emotional struggles. That is why I believe that excessive photoshopping should not be encouraged, as it has a potentially harmful impact on younger audiences.</p>	<p>to be digitally retouched be retouched for the purpose of making products and models look more physically perfect As a result causes a great deal of controversy use various software programs On the one hand ... On the other hand are well aware of promote an unrealistic and distorted image You can notice... if you use critical skills</p>
<p>Step 4. CREATIVE THINKING</p> <p>Introduce your own extra idea(s) on the topic that hasn't/haven't been mentioned before. Justify your choice.</p>	<p>It is no secret that advertising is aimed at children too. Companies spend vast sums of money on commercials designed specifically to capture children's interest, knowing that parents are often willing to purchase products that make their kids happy. To maximize their influence, TV commercials targeting young audiences are shown many times throughout the day. Also, advertisers deliberately make it louder than the programmes, ensuring that children remember the advert and repeatedly ask their parents for the product. Additionally, these adverts often feature catchy and repetitive jingles that stick in children's minds. This technique helps ads go viral, increasing their impact on both children and their parents.</p>	<p>is aimed is aimed at children spend vast sums of money on make it louder than the programmes are shown are shown many times Also go viral</p>
<p>Step 5. Conclusion</p> <p>Summarise the ideas of steps 2,3,4,5.</p>	<p>In conclusion, advertising is a powerful force that shapes consumer behavior and business success. It is clear that without effective advertising, companies would face difficulties competing in the market. However, the ethical concerns regarding the use of digitally retouched images must not be ignored, as they promote unrealistic ideals and can negatively influence individuals, especially younger generations. Thus, while advertising remains an essential tool for businesses, it should be used responsibly to create a positive and truthful impact on society.</p>	<p>In conclusion However</p>