

Vocabulary Training: Unit 9 - Advertising and Marketing

Part 1: Advertising Techniques

Identify and define these techniques:

1. **Product placement:** Featuring a product in a movie/TV show/video.
2. **Emotional appeal:** Using feelings (happiness, fear, nostalgia) to sell.
3. **Bandwagon effect:** Suggesting "everyone is buying this, you should too".
4. **Celebrity endorsement:** Using famous people to promote a product.
5. **Repetition:** Repeating brand name/slogan to increase recognition.

Part 2: Analyzing Advertisements

When analyzing an ad, consider:

- * **Target audience:** Who is this aimed at?
- * **Message:** What is the ad trying to say?
- * **Techniques used:** Which strategies are employed?
- * **Effectiveness:** Does it work? Why or why not?

Part 3: Creative Writing Task

Produce an Advert (approx. 150 words + visual description) for a new eco-friendly product.

Include:

- * A catchy slogan.
- * Visual elements description (colors, images, layout).
- * Target audience justification.
- * At least 2 advertising techniques from Part 1.

Teacher Notes

Encourage students to bring in real ads for class analysis.