

Monologue on *ADVERTISING*

Active Vocabulary: 18, Grammar Structures: > 4, Linkers: 11. Total: 535 words.

<i><b>You are going to give a talk about ADVERTISING.</b></i>	The text of the monologue	Vocabulary, Grammar Structures, Linking Words and Phrases
<p><b>Step 1. Introduction</b></p> <p>1. Start with a hook sentence that will attract the listener's attention (a quote, a proverb, etc.).</p> <p>2. Lead your speech steadily to the main part of your talk.</p> <p>3. The introduction may consist of 3-6 sentences.</p>	<p>We live in a comfortable world where you <b>can</b> buy whatever you want. Thousands of companies around the world are ready <b>to help</b> you buy their goods. But how do you find them <b>if media space is just huge</b>. <b>In that case</b> companies use advertisement. We see adverts everywhere in our life: <b>walking</b> through the streets, <b>scrolling</b> the phone and even <b>doing</b> math. Let's talk about advertisement.</p>	<p><b>In that case, can, to help, if media space is just huge, walking, scrolling, doing.</b></p>
<p><b>Step 2. What is advertising? What Makes a Good Advert?</b></p> <p>2.1. What is advertising? What does the AIDA formula mean? Why and how do companies advertise their products and services?</p> <p>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.</p>	<p>Advertising is a marketing strategy used by companies to promote their products and services to a target audience. The AIDA formula refers to Attention, Interest, Desire and Action, which are the four key steps in the advertising process. Companies <b>advertise their products and services to increase sales</b>, attract new customers and <b>make a profit</b>. They use various marketing channels <b>such as</b> TV commercials, social media ads, print ads and influencer partnerships to reach their target audience. Advertising helps companies stand out in a competitive marketplace, communicate the benefits of their products or services, and build brand loyalty among customers. By creating engaging and persuasive campaigns, companies can increase their market share and grow their business.</p> <p>As an information product, advert <b>can be made</b> good or bad. Let's take a look at the example of good advertisement, McDonald's. <b>Firstly</b>, the half of success is <b>having an instantly recognizable logo</b>. The "M" <b>symbol is strongly identified with its company</b>. <b>Secondly</b>, McDonald's advertisements on TV are always colorful and energetic, they bring to a listener a</p>	<p><b>advertise their products and services, to increase sales, make a profit, such as, can be made, Firstly, having an instantly recognizable logo, symbol is strongly identified with its company, Secondly, motivation to go and buy, to escape from the reality, take away the ordinariness of everyday life, Finally, therefore, attract attention easily.</b></p>

	<p>strong motivation to go and buy some fast food. It helps people to escape from the reality and take away the ordinariness of everyday life as well. Finally, McDonald's ads are full of catchy jingles and phrases, therefore, they attract attention easily.</p>	
<p><b>Step 3. Manipulating Images</b></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>Companies often use various software programmes to make images digitally retouched. It's also called "photoshopping". Photoshopping is used to make someone look more physically perfect so beautiful versions of images attract more customers. However, manipulating images causes a great deal of controversy.</p> <p>Lots of people consider that using adverts with photoshopping promotes an unrealistic and distorted image of human beauty. Thus, photoshopping may break people's perception of beauty standards and can be the reason of mental deviations. Otherwise, companies and celebrities assure that photoshopping is not that bad as it could look. According to them, photoshopping doesn't break people's mental health because we always use critical skills when viewing images and can recognize the fact of photoshopping. I personally think that photoshopping is a good way to make ads better and can be used. The extent of photoshopping have to be low so people may not even be aware of photoshopping</p>	<p>use various software programmes, to make images digitally retouched, It's also called "photoshopping", is used to make, someone look more physically, However, manipulating images, causes a great deal of controversy. Using, photoshopping, promotes an unrealistic and distorted image, Thus, may, Otherwise, use critical skills, viewing images, to make, be aware of</p>
<p><b>Step 4. CREATIVE THINKING</b></p> <p>Introduce your own extra idea(s) on the topic that hasn't/haven't been mentioned before. Justify your choice.</p>	<p>Youth ads is a big problem for the society, so we have got to have common approach to the problem. Mainly, government should have strict legal controls on ads, targeted on youth. Companies' vast sums of money on ads trying attract as much children as possible, so we also should impose controls on advertising to not allow its excessive impact.</p>	<p>Should, also</p>
<p><b>Step 6. Conclusion</b></p> <p>Summarise the ideas of steps 2,3,4,5.</p>	<p>To summarize, advertisement is an important and useful part of our lifestyle. It helps us discover new products, services, and offers that can improve our quality of life. It may seem annoying, but in moderate amount ads is a definitely good thing.</p>	<p>To summarize</p>