

Active Vocabulary: 19

Grammar Structures: 4/4

Linkers: 15

Total: 615 words

Monologue on *ADVERTISING*

<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.	Nowadays a large number of new products are appearing on store shelves. Of course , sellers are interested in selling as much of their product as possible and the best way to do this is to advertise. Advertising goes viral but as David Ogilvy said: "You cannot force people to buy your product; you can only interest them in buying it."	Of course goes viral Advertising goes viral but as David Ogilvy said: "You cannot force people to buy your product; you can only interest them in buying it."
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.	Undoubtedly , every seller wants to increase sales and make a profit, and to do this, they need to advertise the product. Advertising allows people to learn about the arrival of a new product and make them interested. In order to interest the customer, the AIDA formula is used, according to which advertising should be unique, attract people's attention easily, and motivate them to go and buy a product. Therefore , many companies have an instantly recognizable logos that identify the symbol with the company, create advertising that is not purely informative, but allows people to escape from reality, take away the ordinariness of everyday life. As a result , their advertising eye-catching and their products have a huge demand. One effective advert I have seen is a television commercial for M&M's chocolate candies. This advert is a video advertisement that showcases the colorful and fun world of M&M characters. The advert features animated M&M characters engaging in humorous and entertaining scenarios, highlighting the playful nature of the brand. I like this advert because it effectively captures the essence of the product - colorful and fun chocolate candies that bring joy to consumers. The use of humor and creativity in the storytelling makes it memorable and engaging. Overall , I believe this advert is effective because it successfully conveys the brand's personality and creates a strong emotional connection with the audience. It stands out among other advertisements in the confectionery category due to its unique and	Undoubtedly to increase sales make a profit to advertise the product make them interested is used attract people's attention easily motivate them to go and buy a product Therefore have an instantly recognizable logos identify the symbol with the company purely informative to escape from reality take away the ordinariness of everyday life As a result Overall I believe

<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>entertaining approach.</p> <p>Moreover, sellers often manipulate images for advertising. This is done to attract attention to the product or service being sold. Advertisers use various software programs to make the image more colorful and presentable. As a result, buyers become more interested in making a purchase.</p> <p>However, this advertising method causes a great deal of controversy. Certainly, this approach helps make the product being sold or the model promoting it look more physically perfect, which positively impacts sales. But on the other hand, such images can promote an unrealistic and distorted image, which may be misinterpreted by many people. In my opinion, there is nothing wrong with retouched photos. A beautiful picture always catches our eye. However, people viewing images should use critical skills and understand that all of this is done for the promotion of the product and models should not be seen as examples to emulate.</p>	<p>Moreover, manipulate images use various software programs. However, causes a great deal of controversy. Certainly, make the product being sold or the model promoting it look more physically perfect. In my opinion, promote an unrealistic and distorted image. However, viewing images 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>In everyday life advertising can be seen everywhere and even word-of-mouth advertising remains popular in our progressive age. Nevertheless, with such an abundance of advertising, there are also drawbacks. While adults may approach advertising critically, children take everything seriously. Bright, fun pictures make a huge impression on them. They dream of a new toy they saw on TV and ask their parents to buy it. Or, even worse, they harm their bodies by buying various junk foods that they saw in ads such as chips, sodas and various fast food items. This is the main danger of advertising for children.</p>	<p>word-of-mouth advertising. Nevertheless, While adults may approach advertising critically, children take everything seriously. Bright, fun pictures make a huge impression on them.</p>
<p>Step 6. Conclusion</p> <p>Summarise the ideas of steps 2,3,4,5.</p>	<p>In conclusion, I would like to return to the words of David Ogilvy. Indeed, advertising is a powerful tool for promoting one's product. Nowadays there is a wide variety of advertisements designed to persuade people to purchase a particular product. Bright ads and videos leave people indifferent. But it is necessary to be cautious about advertising. After all, chasing trends can harm a person's health.</p>	<p>In conclusion, Indeed, After all.</p>