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**Vocabulary: 23  
 Grammar Structures: 6  
 Linkers: 11  
 Total: 621 words**

**Весна 2022-2023**

Monologue on *ADVERTISING*

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| ***You are going to give a talk about ADVERTISING.*** | 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. | Today, you can't do without advertising. Life doesn’t stand still, every day a person invents something new and interesting. Therefore, people advertise their product so that a person knows about it and can purchase it. Each product is unique, beautiful and useful in its own way. And there is no doubt that the manufacturer wants his product to be noticed and bought. Moreover, wherever you look, advertising is everywhere, on TV, on the radio, on the Internet, at the train station, in the subway, in the store and just on the street. |  |
| **Step 2. What is advertising? What Makes a Good Advert?**  2.1. What is advertising? Do advertisements/commercials influence your choice of goods and services?  2.2. What makes a good advert? Describe some good/bad advert explaining its success/failure. | Advertising is information about the properties of goods or types of services, presented so that the buyer would like to purchase this product or service. It’s widely known that if the commercial is focused on the product, is purely informative and does not escape from reality, then it will attract one's attention easily. Thus, we can conclude that advertising affects our choice of goods.  Let's talk about what makes advertising good. Of course, it should have an instantly recognizable logo, motivation to go and buy a product, take away the ordinariness of everyday life. For example, the ideas for McDonald's advertising were its vivid visualization. With a reasonable approach to illustration, the iconic "M" becomes a light in the night, showing viewers the message that regardless of the time, and even in the middle of the night, McDonald's is open to them. It is this creative approach that attracts the audience. |  |
| **Step 3. Manipulating Images**  3.1 Speak about the reasons for manipulating images in advertising.  3.2. What are the arguments “for” and “against”? What is your attitude to manipulating images of people in advertising? | However, there is such a thing as image manipulation in advertising. The reason is to achieve more attractive and tempting result, but this method of attraction causes a great deal of controversy.  Using various software programmes and critical skills, photos can be digitally retouched, which makes someone look more physically perfect. This promotes an unrealistic and distorted image, so it can be attributed to the "cons" of manipulation for the audience itself, but for employees it is a huge "pros", because there will be more demand for products. If we talk about me, I do not approve of manipulation and I believe that people should know the truth about the goods they purchase. |  |
| **Step 4. Advertising & Children/Young People**  4.1. Speak about the ways which advertisers use to reach children and young people. Are there any dangers of advertising to children?  4.2. Speak about the measures that should be taken to control advertising aimed at children and young people. | Children and young people are an attractive target for advertisers. By showing advert many times, the audience becomes interested in the products and is ready to spend vast sum of money on it. Also, more often than TV commercials are made louder than programmes, which makes it clear that the ad is aimed at the listener.  I think we need to find a common approach to the problem, since the parents of those children have no governmental control on advertising and no strict legal controls. As a piece of advice, it is worth giving the child to watch TV less and play the phone, and to find some alternative activity, for example, outdoor games or going to the cinema. But in fact, only the authorities of the country impose controls on advertising and only they will be able to influence something. |  |
| **Step 5. CREATIVE THINKING**  Introduce your own extra idea(s) on the topic that hasn’t/haven’t been mentioned before. Justify your choice. | There is an expression: "It pays to advertise". I believe that this is true, even if the product itself is not so good. Properly made advertising can attract a buyer. Well, if the product is already worth buying, then it does not need advertising, it will be in demand anyway. |  |
| **Step 6. Conclusion**  Summarise the ideas of steps 2,3,4,5. | To summarize, I want to say that my attitude to advertising is neutral. I can't say I don't like it and I can't say I like it either. Of course, even I buy from the advertised product, but it does not always meet the quality and my expectations. In most cases, a product that has no advertising is much better. Apparently, manufacturers invest more in the quality of the product than in advertising. |  |