




Advertise Your Image




Name: _____











To be handed in by _____.








competence	page	ex.	task			✓	C / B
	144	1	My favourite TV commercial		<input type="checkbox"/>	<input type="checkbox"/>	C
		3	Think of your favourite TV commercial and take notes in the grid. Take notes on the discussion questions given and on the following ones: ♦ Are there any TV channel that do not have adverts? If yes, which ones? Why do you think there are not adverts shown? ♦ What kinds of media are available for advertising here in Austria? ♦ Has an ad ever made you buy a product? Why (not)? ♦ Do you think that there is too much advertising in our daily lives? Why (not)? Finally, there will be a discussion in class. Date: _____	 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	145	1	What makes a brand successful? Get in pairs. Have a look at the VocabBooster and guess what the four letters in AIDA could stand for when trying to successfully market and advertise a product.		<input type="checkbox"/>	<input type="checkbox"/>	C
		2	Match the four parts of the AIDA formula (A) with the explanations (B).		<input type="checkbox"/>	<input type="checkbox"/>	

	145	3	Analysing marketing strategies First, get in groups of four and decide on a brand / an advertisement. Then analyse its marketing strategy with the help of the AIDA formula. Finally, prepare a presentation. In your presentation you should <ul style="list-style-type: none"> ♦ explain how the customer's attention is grabbed. ♦ outline how the customer is made interested in the brand / product. ♦ illustrate how the customer's desire of wanting to have this brand / products is created. ♦ say how the customer is actually persuaded to buy the brand / product. ♦ present some (sale) figures that show how successful the advertising / marketing strategy has been lately. ♦ talk about the company's image. ♦ state your personal opinion on the brand / product. Each of you should talk for about 3 minutes as freely as possible . Presentation – date: _____		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	C
	146	1	Language in Use First, read through the words given in the VocabBooster and note down the German words. Second, look them up in a monolingual dictionary and write down their meanings.		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
vocab	147	2 / 3	Third, do the tasks .		<input type="checkbox"/>	<input type="checkbox"/>	C
	154	3			<input type="checkbox"/>	<input type="checkbox"/>	

Gram	AdS 1		Revision: Adjective or Adverb Watch https://www.youtube.com/watch?v=aO7AT9Su1Mo&list=PLXWTDfQPIitWC8QVU7EyNjwnMGEQoRXb9&index=2 (RAD English) https://www.youtube.com/watch?v=Yd_BOav7TRE (Anglo-Link) https://www.youtube.com/watch?v=jXtHCBgbks0 (Adverbs – Oxford Online English) Then do some practice .			<input type="checkbox"/>	<input type="checkbox"/>	C
	AdS 2		Revision: Comparison of Adjectives Watch https://www.youtube.com/watch?v=SmzEg_QPaic (Papa English) https://www.youtube.com/watch?v=FWTWYAMiiDs (7ESL.com) https://www.youtube.com/watch?v=pJLJ8eE5u6Q (Anglo-Link; 12:39 mins) Then do some practice .			<input type="checkbox"/>	<input type="checkbox"/>	
Gram	149		Adverbs that have two different forms and two different meanings Read through the 'trouble-free grammar'-box on adverbs that have two different forms and two different meanings and write down their meanings.			<input type="checkbox"/>	<input type="checkbox"/>	C
	149	1	Match the adverbs with their appropriate meanings.			<input type="checkbox"/>	<input type="checkbox"/>	
	154	1	Fill in the correct adverbs.			<input type="checkbox"/>	<input type="checkbox"/>	
Gram	150		Comparison of Adverbs Read through the 'trouble-free grammar'-box on the comparison of adverbs and / or watch https://www.youtube.com/watch?time_continue=11&v=QHKQYF8YNIA (The Nature of Writing) https://www.youtube.com/watch?time_continue=74&v=c_hYrta9pgs (grammarcloud) Then fill in the appropriate comparative or superlative form of the adverbs.			<input type="checkbox"/>	<input type="checkbox"/>	C
	154 AdS 3	2	Complete the grid. Challenge: Adjective or Adverb and Comparison			<input type="checkbox"/>	<input type="checkbox"/>	

	<p>150/ 151/ 152</p>	<p>1</p>	<p>Advertising Strategies First, note down the meanings of the following words: <i>grocery store</i> (line 3), <i>an array of sth.</i> (line 3), <i>shopping cart</i> (line 8), <i>to toss in</i> (line 18), <i>aisle</i> (line 23), <i>bulk option</i> (line 54), <i>diapers</i> (line 58), <i>rack</i> (line 60), <i>to traverse</i> (line 67), <i>to seduce sb.</i> (p.152/statement 4) Then read the text and decide whether the statements are true or false. Identify the sentence in the text which supports your decision and give the line's number. Finally, get in pairs and create a mind map / word cloud (https://wordart.com/) on ♦ the styles and techniques used in advertising. ♦ the pros and cons of advertising (cf. p.144/3/question 4).</p>		 	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<p>C</p>
	<p>AdS 4</p>		<p>Advertising Targeting Children and Teenagers Do the tasks. Discussion in class – date: _____</p>			<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<p>C</p>
			<p>Writing a blog post In your blog post you should ♦ explain why (especially) children are targeted by advertising. ♦ outline the negative / manipulative impact ads have on children and their lives. ♦ suggest ways to reduce / limit this impact. Write about <u>250 words</u>. Do not forget to <u>layout</u> your blog post properly.</p>			<input type="checkbox"/>	<input type="checkbox"/>	<p>C</p>
	<p>AdS 5</p>		<p>The Future of Advertising Do the tasks. Discussion in class – date: _____</p>			<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<p>C</p>
<p>Vocab</p>	<p>AdS 6</p>		<p>What's the brand?</p>			<input type="checkbox"/>	<input type="checkbox"/>	<p>B</p>

Self-assessment checklist

		😊	😐	😞
	I can talk about my favourite TV commercial.			
	I can talk about adverts targeting children.			
	I can write a blog post / comment.			
	I can understand the main idea of an article on effective advertising tricks.			
	I can understand people talking about the marketing strategy of a famous brand.			
Gram	I can use adverbs with two forms and meanings appropriately.			
Gram	I can compare adverbs.			
Vocab	I can explain topic-related vocab in English.			



<https://pixabay.com/de/illustrations/panda-panda-b%C3%A4r-lustig-niedlich-3334356/>