**1. Predict**

Sometimes advertisers get it badly wrong! People may decide that an advert is sending out the wrong message. They may decide to get the advert banned. The following adverts were banned. Read the descriptions and guess why they were banned.

*Case 1*

A sports company made an advert which shows a famous sports star fighting against, and beating, a cartoon kung fu master. There are also two female cartoon characters in traditional Chinese costumes and a pair of cartoon dragons.

*Case 2*

A drinks company that makes an orange flavored drink showed a young man wrapped in a carpet. There are many oranges inside the carpet. He rolls down a hill and crashes into a tree. Then some concrete pipes come rolling down the hill and they roll over him.

**2. Discover**

Listen to the conversation and find out why the two adverts were banned.

*Case 1*

A lot of people, including the Chinese government, thought that the advertisement was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Case 2*

The Advertising Standards Authority asked TV companies to stop showing the advertisement because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**3. Comment**

Advertisers don’t usually want to upset people they are trying to sell things to and they use a lot of time and money trying to make sure they have got their main ideas right. Why do you think they sometimes get it wrong? What other kinds of ideas do you think people don’t want to see in advertisements?