

Active vocabulary: 21, Grammar structures: 4, Linkers: 10, Total: 580 words.

Monologue on ADVERTISING

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.	<p>"Advertising is the art of convincing people to spend money they don't have for something they don't need.". So, this famous quote by American writer Will Rogers perfectly captures the essence of advertising – a powerful force that shapes our consumer-driven society. Today, I want to delve into the world of advertising, exploring what makes a good advert and about the manipulation of images.</p>	advertising(3) advert(1) image(1) So(1)
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.	<p>Advertising is a form of marketing communication that aims to persuade an audience to take a specific action, such as purchasing a product or service. For example the AIDA formula – Attention, Interest, Desire, Action – outlines the key stages in the advertising process. Also Companies advertise their products and services to create brand awareness, generate sales, and build loyalty among consumers.</p> <p>I would like to say a few words about one of the most attention-grabbing and catchy ad: ad of the Old Spice advertisement. Old spice is an American company that produces men's deodorants. The most important part of selling for Old Spice is advertising. The Old Spice advert fully satisfies its target audience - men. The commercial stars famous actor Terry Crews, with explosions, wild animals like a tiger or sharp and other "cool stuff" constantly in the frame, all of this make advert very exotic, humorous and original. The Old Spice advertisement is a great example of the fact that they sell us not so much goods as emotions. This advert is very effective, Men's looking this ad thinking: "Wow it's really cool! I need to buy Old Spice, to be cool like in a advert"</p>	Advertise(1) advertising(1) advertisement/ advert/ ad(8) attention-grabbing(1) catchy(1) effective(1) exotic(1) humorous(1) original(1) For example(1) Also(1) need to
Step 3. Manipulating Images 3.1 Speak about the reasons for manipulating images in advertising. How can images be altered in adverts?	<p>Manipulating images in advertising is a common practice used to enhance the attractiveness of products and create a desirable image. Images can be altered in adverts through techniques such as airbrushing, photo editing, and CGI. As a rule these alterations aim to present an idealized version of reality, enticing consumers to purchase the product or service being advertised.</p>	advertising(2) adverts(1) advertisers(1) advertised(1) image(8) promote(1) enhance(1) As a rule(1)

<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>There are arguments both for and against manipulating images in advertising. In one hand proponents argue that image manipulation is necessary to create visually appealing ads that capture consumers' attention. But on the other hand, critics argue that manipulating images sets unrealistic beauty standards and promotes an unhealthy body image. Personally, I believe that while some level of image enhancement is acceptable, advertisers should strive for transparency and avoid presenting unrealistic ideals.</p>	<p>In one hand(1) But on the other hand(1) practice used should</p>
<p>Step 4. CREATIVE THINKING Introduce your own extra idea(s) on the topic that hasn't/haven't been mentioned before. Justify your choice.</p>	<p>Nowadays, the practice of using neural networks is already quite common, both to help and to fully create advertising. Let's say going down to the St. Petersburg metro, you can notice advertising images generated by neural networks. At the moment, neural networks are still not able to fully replace people - advertising created by artificial intelligence is often eye-catching, which can cause both interest and rejection. However, I think that in the near future artificial intelligence will be able to create a full-fledged powerful and persuasive advertisement that will be no different from the one made by man</p>	<p>Advertising(3) advertisement(1) image(1) eye-catching(1) powerful(1) persuasive(1) However(1) Let's say(1)</p>
<p>Step 6. Conclusion Summarise the ideas of steps 2,3,4,5.</p>	<p>In conclusion, advertising plays a crucial role in shaping consumer preferences and driving purchasing decisions. By understanding the key principles of effective advertising, such as the AIDA formula and the importance of creativity, companies can create powerful advertising campaigns that resonate with their target audience. While image manipulation is cause a great deal of controversy, promoting transparency and authenticity in advertising is essential for building trust with consumers. In the ever-evolving landscape of advertising, embracing creative thinking and innovation is key to staying ahead of the competition and delivering impactful marketing messages.</p>	<p>Advertising(4) advertising campaigns(1) image(1) cause a great deal of controversy(1) In conclusion(1) While(1) can</p>