

## Advertising

<https://www.youtube.com/live/Sw2x2o6cP2U?si=LnT8MNFh7YHVfZ9g>

(Lesson notes:

<https://keithspeakingacademy.com/download/ielts-speaking-the-advertisements-topic-vocabulary-lesson/>)

<https://youtu.be/WOaxTkD4M7Y?si=g7gPho31kpCz4WZX>

★ <https://youtu.be/5bMSCEOpQ1U?si=9IVHcLXrp8xXE8Bm>

## Idioms ✨

### 1. Hit the Mark

- Definition: To achieve the desired effect or target.
- Example: "The new advertisement really hit the mark with its target audience."

### 2. Break the Bank

- Definition: To be very expensive.
- Example: "The cost of the Super Bowl ad will break the bank, but it's worth it for the exposure."

### 3. Cut Through the Noise

- Definition: To stand out among many competing messages.
- Example: "The innovative ad campaign managed to cut through the noise and grab attention."

## Common Expressions 🤔

### 1. Word of Mouth

- Definition: Information about products or services passed from person to person by oral communication.

- Example: "Word of mouth is still one of the most effective forms of advertising."

## 2. Eye-Catching

- Definition: Immediately appealing or noticeable; striking.

- Example: "The ad's eye-catching design helped it stand out from the competition."

## 3. Prime Time

- Definition: The time period when the largest number of people are watching TV or listening to the radio.

- Example: "The company chose to air its commercials during prime time to reach the maximum audience."

## Extra learning

### Q1: What kind of advertisements are effective in your country?

#### Types of Ads

Commercials: TV / commercial advertising

During primetime viewing/ Primetime and breaks

Promotional flyers

A piece of an Ad paper that is spread between people

Classified field advertisements/Newspaper ads

Ads are shown on different columns in a newspaper.

Billboards Ads top of building

Telemarketing/Cold calling

Transit Advertising

Transportation Adversiation on a bus is transit advertising.

Sponsorship When a big company pays a celebrity to endorse a brand

## Guerilla Marketing

Exclusive on a brand, unconventional, unnormal, Unusual, surprised advertising

Street art...

unusual methods of getting attention for a product or service, usually ones that cost little money and involve giving or showing things to people in public places:

Internet Ads or online marketing

Facebook, Google and Instagram ads

Exposure ads, More people see your brand

Covert, subtle, and unexpected ads

Not direct subtle

**Q2: What do you like in an advertisement?**

**What do you think of false advertisements?**

Advertising

**Like:**

Catching jingle/has to catch tunes

Creative advertisements

Entertaining -Slogan(memorable)

Vigorous words- more lively- powerful words

Testimonials, word of mouth

Nike brand: Just do it- Slogan

**Dislike:**

Celebrity endorsement

Product placement- a logo on a movie or videos

Provocative ads- provoke - It's annoying-Socking- not safe adj

Exaggerated claims ads - a miracle- cure

Hidden disclaimers- medication -pills

Drowning in ads- Drow in ads- flooded with ads

Be worry false advertising

Wary not equal worry!

Advertising

**The positive impact of advertising on customers**

Help customers make informed choices/help to choose

For company

Vital - to indispensable for sales =very important

Reach the target audience

Level the playing field - you have to compete with your competitor

زمین بازی را مساوی کن

Social advertising

Social issues - drug addiction- drunk- drinking

The negative impact of advertising

Entice/sway customers to purchase goods that are not of necessity

Buy things impulsively - don't think

Swayed by false advertising

**Stop saying "I don't know" In the IELTS exam**

**Q: Do you think computers make life easier?**

Show off vocabulary

Develop your answer

Make a long-term commitment to improving your spoken English

I am not (too) sure - your opinion, to be honest

I reckon they make life easier because.....

I can't say for sure, but it seems to me, that by and large, they do make life easier, let me give you an example

Think on your feet/think React quickly, be mentally agile,

On the spot= Think quickly in IELTS speaking

**Q: Will use computers more in the future?**

Off the top of my head, I would say yes, well we will. The reason I think so is because

= You say it without thinking about it much before you speak, especially because you do not have enough time

As far as I can see they do, For instance, they help us do our work.  
As far as I can tell- understand more effectively

**Q: Why do some people dislike computers?**

I'd hazard a guess that it's because of their age.  
That may be the case=It might be true.

Advertisement ->Ad that is seen on Instagram  
Advertisement ->industry

On the internet true-> not in the internet

Humid weather= sultry

I am dislike not true= I dislike

Abusing laws and rules in advertising

generosity= be a generous man  
I was overwhelmed by the generosity of friends and neighbors

I recommend —XXX True -> I recommend that you watch TV or  
I recommend Watching TV.

I faced with ..... -XXXX True -> I faced .....

