

The future of advertising

Level

Upper-intermediate and above

Tasks

Matching expressions from the world of marketing to their definitions

Finding key words and expressions in an article

Reading an article about the future of advertising

Identifying the 'odd word out'

Discussing points arising from the article

How to use the lesson

- 1 Tell students that this lesson is about advertising. Hand out the worksheet. Ask students to match the words with their definitions. Students can work with a partner to discuss which types of advertising and marketing they are familiar with. Can they give any examples?

Answers

(1) – (c) (2) – (d) (3) – (a) (4) – (b)

- 2 Check that students know the term *derivative* and give examples (marketing / marketer; ad / advert etc). Tell students to scan the article for any instances of the word marketing / advertising, derivatives and phrases, such as *guerilla marketing*. Set a time limit if appropriate, such as one minute.

Answers

Paragraph 1: *Marketing madness / 3,000 adverts / covert advertising*

Paragraph 2: *Marketing executives / form of advertising / aroma advertising*

Paragraph 3: *spoof ad / viral advertiser / guerilla marketing / virtual advertising / ads / interactive advert*

Paragraph 4: *personalised advertisement / marketers / ads / future of advertising*

- 3 Ask students to read the complete article. Ask them to identify the tone (e.g. negative / annoyed / complaining etc). Find out if students agree with the sentiments of the writer. You may wish to look at any useful vocabulary, such as: *intrusive / endorsement / aroma / spoof / customised*.
- 4 Ask students to find one word in each line which does not collocate with the word at the end.

Answers

1 (c) *experiment* 2 (d) *endorsement*

- 5 Divide the class into groups and ask the students to discuss the questions. Monitor the discussions. Ask one student from each group to report back to the whole class on any interesting points which arise. Encourage whole-class discussion. Finish the lesson by providing language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.gmarketing.com/tactics/weekly.html>

<http://en.wikipedia.org/wiki/Advertising>

http://en.wikipedia.org/wiki/Product_placement

<http://www.itworld.com/Tech/2427/071017ntsniff/>