

Advertising standards

Level

Upper intermediate

Tasks

Describing favourite advertisements

Reading a newspaper report about complaints against advertising

Summarising particular problems faced by multinational companies and their advertising

Identifying the 'odd-one-out' from a set of collocations with the word 'advert'

Discussing issues arising from the report

How to use the lesson

- 1 Write the following words on the whiteboard: *ad / advert / advertisement / advertising*. Check that the students understand the words and know where the word-stress lies (in British and American English). Hand out the worksheet and give the students a few moments to think of one of their favourite adverts. Give an example yourself to get the ball rolling. Ask some students to describe their advert to the group. Get students to say what they like about their advert. You can ask students to bring in magazine adverts into class before the lesson.
- 2 Ask students to scan the newspaper report and highlight any company names.

Answers

Wilkinson / Gillette (paragraph 2)

Apple (paragraph 3)

Heineken / Bacardi (paragraph 4)

- 3 Ask students to read the whole report and summarise the problems with advertising that these companies are facing.
- 4 Ask students to identify the 'odd-one-out' in the collocations lists.

Answers

1 (d) *consumer*

2 (e) *to surge*

3 (b) *travelling*

- 5 Ask students to work in groups to discuss their answers to the questions. Monitor the discussion. Ask some students to report their ideas to the class, then hold a class feedback session.

Related websites

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

<http://www.asa.org.uk/index.asp>

<http://news.bbc.co.uk/1/hi/uk/3648355.stm>

http://www.iccwbo.org/home/menu_advert_marketing.asp