

## Misleading adverts

### Level

Upper-intermediate

### Tasks

Looking at three adverts and deciding whether they are misleading  
Reading an article about misleading adverts  
Making sentences with adjectives from the article  
Discussing and selecting effective advertisements

### How to use the lesson

- 1 Write the words 'advertisement', 'advertising' and 'adverts' on the board and ask students to tell you where the word stress is. Tell the class that this will be the topic of the lesson. Hand out the worksheet and ask students to check the definition of the word 'misleading' and decide if the adverts in exercise 1 are misleading. Elicit class feedback.
- 2 Ask students to scan the article quickly and underline any company names.

### Answers

Paragraph 1: a mobile phone website (not named)

Paragraph 2: AXA Sun Life

Paragraph 3: Opium / Benetton

Also mentioned: FSA (Financial Services Authority) and ASA (Advertising Standards Authority)

- 3 Students read the article again and summarise what happened in each of the cases mentioned. If appropriate, ask students questions: Do they know of any of the advertisements mentioned in the article? Do they have an equivalent of the ASA in their country? Deal with any problematic vocabulary at this point, such as: impose, liable, deceive, offensive, prominent, risqué, substantiate.
- 4 Ask students to think about a well-known advertisement (e.g. coca-cola) and use some of the adjectives to describe it. If appropriate, the students can describe their own company's advertisements.
- 5 If possible, collect and hand round a pile of newspapers and magazines to the class. Students work in small groups to select three adverts they think are very good. They then present their choices to the rest of the class. Encourage them to explain what it is that makes the advert so effective (e.g. design, logo, slogan, shock factor, etc). At the end of the presentations, hold a class vote and select an overall winner.

### Related websites

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

<http://www.oft.gov.uk/Consumer/Misleading+adverts/default.htm>

[http://news.bbc.co.uk/2/hi/uk\\_news/magazine/4134655.stm](http://news.bbc.co.uk/2/hi/uk_news/magazine/4134655.stm)

<http://www.fsa.gov.uk/>

<http://asa.org.uk>