

## Online advertising

### Level

Intermediate and above

### Tasks

Discussing which types of advertising the students' company uses

Reading an article about online advertising

Finding the 'odd word out' from lists of possible collocations

Deciding on the cost and content of an advertising campaign

### How to use the lesson

- 1 Write the words *advertising*, *advertisement* and *advert* on the board and check students know where to put the stress. Hand out the worksheet and ask students to discuss the first question. Elicit feedback.
- 2 Focus students on the title of the table and ask them to guess the correct order of the figures. They should then scan the first paragraph of the article to check their answer.

#### Answers

Newspapers: over 5 hours

TV: around 17 hours

Internet: over 10 hours

- 3 Students read the whole article. Ask individuals to describe some kinds of online advertisements (e.g. click-through / banner ads / pop-ups / tie-in to other promotions). Ask follow-up questions, such as: Has anyone been impressed by any on-line advertisements? If so, which ones?
- 4 Ask students to find one word in each line that does not collocate with the word in **bold**. Check that students understand the meaning of the other collocations.

#### Answers

1 (b) to make      2 (d) marketing      3 (c) Internet

- 5 Students work in small groups to decide which types of advertising they would use, and how much they would spend on each method. Encourage the groups to be creative. Hand out OHTs if appropriate, so students can prepare transparencies for their presentation. Ask each group to present their ideas to the whole class. Finish the lesson by providing any language feedback.

### Related websites

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

<http://www.daredigital.com/about.aspx>

<http://www.iabuk.net/index.php>

<http://www.1000heads.com>