

ADVERTISING

In our modern society, we are surrounded by advertising in many forms: posters, newspapers, magazines, radio, television, etc....All these advertising media are a familiar part of our everyday life.

Advertisements should give facts and information. However, the aim of advertising is not simply to inform but to persuade people to buy. Advertisers try to sell you something, whether or not you need it. Instead of giving the public strict information, advertisers often give an illusion or a promise of a better life.



It is almost impossible not to be influenced by advertising. Clever advertisers use different techniques to make people buy things. They decide who will want to buy their product and the message is directed at these people.

Many advertisements appeal to the desire to be fashionable or successful. Advertisers exploit desires, dreams, ambitions, insecurities and fears to increase their sales.

Some advertisements use a "story" or "situation" to promote a product or suggest a world of glamour and adventure where everyone is attractive, rich and happy. Others use humour to get attention. Good advertisements can be entertaining and even artistic. What is important is to recognise when we are being informed and when we are being exploited by advertising.

Part A

Reading Comprehension

1. Answer the following questions using your own words but taking into account the information in the text (2 points: 1 point each)
 - a. What is the aim of advertisers?
 - b. Why is it difficult not to be influenced by advertising?
2. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact words on the answer sheet. (1.5 point: 0.5 each)
 - a. Advertisers only give you facts and information about the products.
 - b. Advertisers try to make people buy what they do not need.
 - c. A funny situation in an advertisement attracts people's attention.

3. Find a synonym for each of the four words below from the text. (1 point: 0.2 each)

publicity intelligent purpose make use of consumer
persuade

- a. Aim
- b. Advertising
- c. Exploit
- d. Clever

4. Choose a, b, or c in each question below. Only one choice is correct. (1.5 points: 0.5 each)

1. Advertisements shouldn't...
 - a. give facts and opinion
 - b. try to convince people to buy the products
 - c. be funny
2. Advertising companies...
 - a. play with the dreams of people
 - b. do not persuade people to buy
 - c. use special techniques to make people buy their products.
3. We must...
 - a. pay attention to the advertisement and know whether it is giving us information or trying to exploit us.
 - b. switch off the television when exploiting advertisements appear on TV.
 - c. be influenced by advertisements

Part B. Composition (130-150 words approximately). Choose ONE of the following topics. (4 points)

- a. We should stop to think it twice before buying certain products advertised on TV. Explain why or why not.
- b. We are living in a society where the image and physical appearance are very important. Do you agree?