

## Lesson 02: Advertising

Hi! Welcome to the Article Discussion lesson!

Today's topic is about "**Advertising.**"

Have fun learning English!

### Activity 1 | Vocabulary and Expressions

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**Directions:** Listen and repeat.

#### Vocabulary

- **field** – a particular area that someone is interested in
- **consumer** – a buyer or a person who purchases products for personal use
- **utmost** – of the highest or greatest degree, amount, or intensity
- **promulgate** – to promote or make widely known
- **cornucopia** – a large supply of good things of a special kind
- **insurmountable** – too great to be overcome
- **flyer** – a small handbill or piece of paper that advertises a product
- **diversify** – to bring variety or to make different

## Activity 2 | Article

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**Directions:** Read the article aloud with your teacher.

### Advertising

In the **field** of business, it is of **utmost** importance that products or services a company is trying to sell are **promulgated** to the society. One form of marketing communication is advertising.

Advertising is the process of promoting a product and making it known to the public. The purpose is to attract customers and generate sales. There is a veritable **cornucopia** of means by which one might advertise a product, and they all have the same objective – finding the most cost-efficient method to reach out to as many customers as possible.

One of the shrewdest ways to catch the attention of a large number of **consumers** is broadcast advertising on television and radio. Television is often regarded as the “king” of the advertising media, owing to the fact that it has proven its **insurmountable** supremacy to influence human behavior time and again.

Another method of advertising is using reading materials such as magazines, newspapers, posters, billboards, **fliers**, etc.

In recent years, “traditional” forms of advertising have shifted towards the Internet in comparison. In contrast with radio, television, magazines and newspapers, the Internet is used not only for entertainment, but it serves a purpose in nearly every aspect of modern life, creating myriad opportunities for advertisers to insert targeted advertising messages.

Advertising may very well have **diversified** its methods, but well-nigh all of them seek to show and promote new products and services to the community.

### Activity 3 | Question and Answer

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**Directions:** Answer these questions about the article.

1. What is the goal of advertising?
2. Why is it important to reach out to as many consumers as possible?
3. How has advertising changed through time?
4. Which of the mentioned methods are audio-visual?
5. Why is the internet gradually overtaking the advertising market?

## Activity 4 | Summary

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**Directions:** Make a summary of this article, focusing on the main topic. After that, your teacher will give you an example of the summary.

## Activity 5 | Thoughts

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**Directions:** Read the following quote and share your opinion with your teacher:

“Creativity without strategy is called ‘art.’ Creativity with strategy is called ‘advertising.’”

1. Do you agree with this statement? Why?
2. How important do you think creativity is in the advertising business? Why?
3. Can advertisements that exhibit a high level of artistic creativity be regarded as a piece of art?

## Activity 6 | Free Conversation

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**Directions:** Answer these questions related to the topic of the article. Have a free conversation about it with your teacher.

1. What is your favorite kind of advertising?
2. What types of advertising do you think are most effective?
3. What product did you buy because of an ad you saw somewhere?
4. What is the most advertised product in your country?
5. Would you say advertising is expensive? Why or why not?
6. If every form of advertising were to be banned, how do you think people would decide which products to buy?
7. It is said that advertising is just the icing on the cake, not the cake itself. Do you agree or disagree with this statement? Why?
8. Which do you think is more important: the quality of the product, or the effectiveness of the advertisement? Why?
9. Do you think advertisers always tell the truth (and nothing but the truth) about their products? Why or why not? Elaborate.
10. It is believed that tobacco companies pay for most, if not all, of the anti-tobacco commercials. What do you think those companies are trying to achieve?