

Pre-reading

Think of three products that could be advertised with the following slogans. Justify your choice.

1. "Just do it"

-
-
-

2. "They're g-r-r-r-eat!"

-
-
-

3. "Grace, space, pace"

-
-
-

While-reading

Read the first paragraph of the article, turn the handout face down and try to fill in the gaps!

"Every day we are bombarded by advertising slogans in TV commercials and on hoardings; ads pop up out of the b..... when we b..... the Internet; they are placed on cars and in public transport; they are omnipresent. However, there are those who remember the times when advertising slogans were a unique r..... . When did it actually start? It stretches back to times which our g..... are unlikely to recall. Companies began manufacturing consumer products on a mass s..... and advertising them in the 1880s. Ads were initially small, usually without i..... They mostly relied on the power of the written word. One of the first slogans was for Ivory soap. The catchphrase "it floats" created a long-lasting appeal to consumers and emphasised the

distinctiveness of their product, because c..... soaps simply sank in a basin or a tub, while Ivory floated. Advertising slogans soon came into wide use, as manufacturers of mass-produced items had to compete for new consumers. The appearance of r..... in the 1920s made slogans even more widespread. One of the first radio adverts was the "I'd walk a mile for a Camel," c..... campaign. Coca-Cola introduced "It's the real thing" in 1941. The slogans were u..... not only to promote products. During World War I, a British ad campaign read: "Your Country Needs You." The United States modified it slightly and used it in both world wars: "I want YOU for the US Army." New media, including t....., and later the Internet, made slogans proliferate and became more creative."

Post-reading

Create advertising slogans for the following products. In each case, use one of the techniques listed in the article.

- ✓ flip-flops
- ✓ orange juice
- ✓ English coursebook
- ✓ sparkling water