
Subject: Marketing Mishaps

SPEAKING

1. Answer the questions

- Do TV commercials influence your shopping choices?
- What is the best way of advertising to teenagers/young adults/the elderly?
- How would you advertise a product that you'd like to sell?

2. Describe the photo and answer the questions underneath.



- What kinds of commercials are addressed to children?
- Should such commercials be banned? Why/Why not?
- Tell me about a situation in which you bought something you saw advertised.

3. Your friend has to choose the best setting to advertise a new brand of cosmetics for men. Choose the setting that would be, in your opinion, the most appropriate. Explain why you would reject the other suggestions.



USEFUL PHRASES - AGREEING AND DISAGREEING WITH YOUR SPEAKING PARTNER

AGREEING	DISAGREEING
• Absolutely! • I couldn't agree (with you) more. • I totally agree. • You're right. • That's a good point. • I'd go along with that. • That's just what I was thinking.	• I totally disagree. • That's not the way I see it. • I'm afraid I have to disagree. • It's out of the question. • I cannot share this view. • I'm afraid I cannot agree with you. • I'm of a different opinion.

WRITING

Express your opinion concerning the following controversial advert. Write one paragraph.



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