

28 – Advertising

Useful Vocabulary

ad – advert – advertisement	endorse(ment)	product
marketing	celebrity endorsement	launch a product
(advertising / marketing)	product placement	benefit
campaign	viral marketing	features
mass media	word of mouth	consumer
newspaper / magazine ad	promote	influence
(television / radio) commercial	target	effective
billboard	logo	memorable
flyer	slogan	hype
banner	jingle	click on
mailing list	brand	spam
text message	brand loyalty	
free sample	brand awareness	

Practice Questions

1. Describe the funniest advertisement you've ever seen. What was it promoting? Do you think it was effective and why?
2. Describe the most annoying advertisement you've ever seen. What was it promoting? Why did it annoy you so much?
3. Have you ever come across an ad that annoyed you so much that you specifically decided *not* to buy the product it was promoting? If so, describe it. If not, what kind of advertisements annoy you the most?
4. Describe the most shocking / offensive advertisement you've ever seen. What was it promoting? Do you think it was effective and why?
5. Describe one effective advertisement you've seen, and explain why it was so effective.
6. Which ads are the most likely to convince you to buy something and why? Give at least one example of such an ad.
7. In your opinion, what makes an ad memorable? Explain and give at least two examples.
8. Do you watch / listen to commercials? Why or why not?
9. How often do you buy products just because you've seen them advertised? Explain and give at least two examples.
10. Are you influenced by advertising? Explain.



May be photocopied for classroom use!

02-622-1640

www.aelpublications.com

11. Do you think your friends are overly influenced by ads? Why or why not?
12. Do you accept flyers and / or free samples that marketers offer you? Why or why not?
13. Do you ever click on banners or other web ads? Why or why not?
14. Are you loyal to any specific brands? Why or why not?
15. What are two benefits of advertising to consumers? Explain.
16. What are two ways that advertising can harm consumers? Explain.
17. Do you think there are too many ads around us? Why or why not?
18. Do you think that a limit should be put on commercials / advertisements? Why or why not?
19. In your opinion, should advertisers be allowed to target children? Why or why not?
20. In your opinion, should ads for cigarettes and alcohol be banned? Why or why not?
21. Is there anywhere where advertising should be banned? Explain.
22. What is your opinion of celebrity endorsements and why?
23. What is your opinion of product placement in movies, television shows, etc.? Explain.
24. Do you think there is any truth in advertising? Why or why not?
25. In your opinion, does advertising create an overly-materialistic society? Why or why not?
26. What do you think the world would be like if there were no advertisements? Explain.
27. Are you interested in working in the advertising industry? Why or why not?



May be photocopied for classroom use!

02-622-1640

www.aelpublications.com