

How easily persuaded are you?

(LEVEL C1)

Part 1: WARM-UP

As a warm-up tell your ss to look at the quotes below. Allow up to 5 minutes for a discussion. Feedback as a class.

You may want to pre-teach: vague, to wink, delightful

EX.1. Read the quotes about advertising below. With your partner decide which ones you agree or disagree with. Why?

„Advertising is legalized lying” H.G. Wells

„Advertising is the art of convincing people to spend money they don't have on something they don't need.” W. Rogers

„The most powerful element in advertising is the truth.” W. Bernbach

„Doing business without advertising is like winking at a girl in the dark.

You know what you're doing, but nobody else does.” S.H. Britt

„The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague.” S. Chase

Set EX.2.a by giving clear instructions. Allow appx. 5 minutes for the ss to discuss their ideas. Brief feedback.

EX.2.a Look at the age groups below. In your opinion, who is more easily persuaded? Who is the most difficult to persuade? Why?

- a) children
- b) teenagers
- c) adults
- d) old people

Allow appx. 3-5 minutes for the ss to brainstorm the ideas. Board some examples.

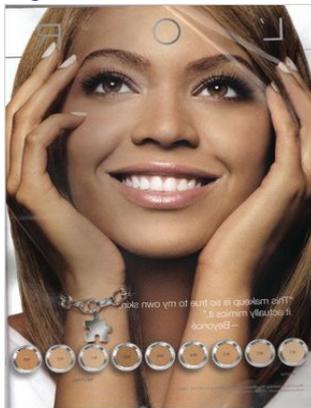
EX.2.b With your partner brainstorm a few ways of advertising a product that would suit each group (eg. direct sales, leaflets, ads online etc.)

Part 2: VOCABULARY

Set the task below by giving clear instructions. Allow between appx.3-5 minutes for the ss to discuss their ideas. Feedback as a class.

EX.3.a Look at the different ways of advertising below. Do you know them? Which ones are the most/least effective in your opinion? Discuss your ideas with your partner.

product endorsement



street banner



free sample



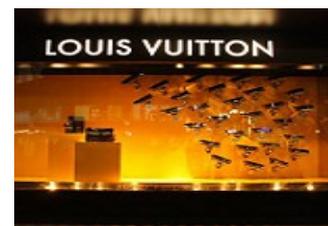
direct mail



billboard (US)/hoarding (UK)



window display



pop-ups



neon signs

EX. 3.b Now look at the terms below and match them with the pictures from EX.3.a.

product endorsement, neon signs, pop-ups, billboard (US)/hoarding (UK), poster/banner ad, free sample, direct marketing, window display

Set the task by giving clear instructions. Allow your ss to compare their answers before giving feedback. (appx. 3-5 minutes)

EX.4.a Look at the different ways of promoting a product. Match them with the definitions on the right.

a) free sample	when you buy one product and you are d) recommended to buy another that may go with it
b) freebie	something to collect points which you may swap for other products or gifts e)
c) discount	a free gift given with a product b)
d) cross-promotion	final sale of the product in order to get rid of the stock f)
e) loyalty card	a small amount of product to try or taste a)
f) clearance sale	when product is offered at a lower price c)

Allow 5-8 minutes for a discussion. Make sure your ss use the target vocabulary. When doing feedback you may ask your ss to report what their partner said.

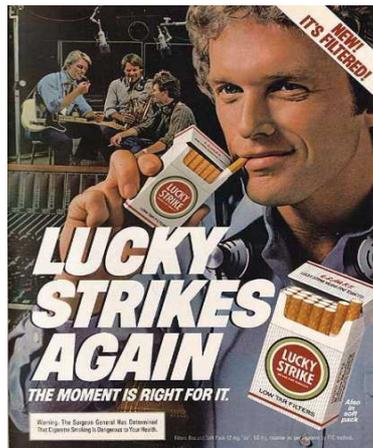
EX.4.b Which of these promotion strategies usually persuade you to buy the product? Discuss it with your partner.

Part 3: WATCHING

<https://www.youtube.com/watch?v=GALMX2BO5ps>

Draw your ss' attention to the ad below. Let them think about the problems for a few minutes. You can board a few examples. Answers will vary but your ss may mention: ethical concerns, health concerns, advertising abusive substances is illegal or prohibited etc.

EX.5. Look at the ad below. What problems may arise when advertising such products?



Tell your ss that they will watch a part of „Mad Men” TV series. You may need to pre-teach sales pitch. Play the video twice and allow peer check in between. (Appx. 10-12 minutes)

EX.5. You will watch a sales pitch of Lucky Strike cigarettes which was shown in „Mad Men” TV series. Answer the following questions:

1. What seems to be the problem with advertising Lucky Strike cigarettes? **health concerns which were raised by the public opinion**
2. What is the agency's idea to deal with it? **the idea is to ignore the concerns altogether**
3. What slogan does the advertising agency suggest at first? Do the clients like it? Why/why not? **„Smoke your cigarette. You still have to get where you're going.” The clients dislike the idea as they believe their product is not harmful to health.**
4. What slogan does Don Draper come up with? What is his strategy? **„It's toasted”; while everyone else's tobacco is „poisonous”**
5. What does he say about advertising and happiness? **Happiness is the reassurance after you make a purchase that whatever you're doing is ok.**

*If there is still time at the end of the lesson you can wrap things up with the task below. Allow your
ss some time to discuss the ad below.*

Part 4: AFTER WATCHING:

EX.6. Look at the ad that was mentioned in the video. What do you think about it?

