



Unit 16 The message behind the ad

Practice

1 PAIRS. Practice the conversation. Then switch roles.

A: (1) Can I ask you some questions about the advertising business?

B: Sure.

A: Where do advertisers start when they're creating an ad?

B: Well, in an ad for (2) an expensive car, for example, they often use (3) good-looking men or women who look like they have a lot of money. The message is: "(4) If you're good-looking and successful, this is the car for you."

A: And in the ad, there's usually (5) a man who has an attractive woman next to him, isn't there?

B: Yeah, I guess there is . . .

A: So the message is really (6) "If you buy this car, you'll meet a beautiful woman"!

B: Maybe it is!

Substitute

2 PAIRS. Use the substitutions in the box to create a new conversation. Practice the conversation. Then switch roles.

For example,

A: Can you tell me a little about the advertising business?

B: Sure.

Student A	Student B
(1) Can you tell me a little	(2) soda
(5) a group of friends having a party	(3) young, healthy-looking people
(6) If you buy this soda, you'll have a lot of fun	(4) If you're young and healthy, this is the soda for you

Personalize

3 PAIRS. Role-play the conversation. Talk about an ad you see frequently and substitute the information for that ad. Then switch roles.

