

Unit 3. B2.3

Exercise 1 Complete the unfinished words in the text below. The words are all related to advertising.

Tobacco ad _____ refers to the pro _____ of tobacco products, such as cigarettes, in the media, at retail outlets and at po _____ of sale.

Tobacco advertising in the press and on bil _____ was outlawed from February 2003, while direct mar _____ was banned from May of the same year.

On 1 October 2011, a ban on the sale of tobacco from, and display of sl _____ on, vending machines came into force, the aim being to prevent under-age sales to children and to help adults trying to quit.

On 6 April 2012, further regulations came into force requiring all large shops and supermarkets in England to hide cigarettes, tobacco products and displays from public view.

Te _____ advertising of tobacco products was banned in the UK in 1965 under the Television Act 1964.

Opponents of a ban argue that: "tobacco advertising does not cause people to take up smoking. Simply put, cigarette advertising has two purposes - to maintain br _____ loyalty and to encourage smokers to switch brands."

Anti-smoking groups argue in their tobacco-banning ca _____ that advertising legitimizes smoking and suggest that tobacco companies have young people as a ta _____ audience in an effort to recruit new customers.

Exercise 2 Rewrite these sentences using have or get.

1. The mechanic changed the oil in my car.

2. The hairdresser cut my hair in a completely different style.

3. A decorator has repainted our house.

4. A friend of mine, who's an electrician, is going to repair my DVD player next week.

5. My jacket is being cleaned at a specialist cleaner's.

6. The town hall has just been rebuilt for the council.

Replace the phrase underlined with the structure have something done

a. I didn't recognise Sheila. The hairdresser's died her hair.

b. I've been getting a lot of annoying phone calls, so the telephone company is going to change my number.

c. Gabrielle broke her leg six weeks ago but she's much better now. In fact the doctors will be taking the plaster off tomorrow.

d. Since Ron made a lot of money, he's not content with this little cottage, so an architect's designed him a fine new house.

e. This room gets too hot when the sun shines so I'm getting someone to fit blinds on the windows.

f. I heard that Mrs Green didn't trust her husband so she hired a detective to follow him.

g. We don't really know what Shakespeare looked like. I wish he had asked someone to paint his portrait before he died.

h. My sister had always been self-conscious about her nose so she decided to go to a clinic for an operation to straighten it.

Exercise 3 Read the text and answer the questions.

Initially, the purpose of advertising was to make people aware of the goods available in the market and it basically consisted announcing what you have in your store or the services you offer in your premises. Over the years, advertising has evolved into a major industry that goes beyond informing to persuading and influencing. It has gradually become a form of brainwashing consumers.

Advertising has become a type of culture with ardent followers. In the process, it attracts enviable attention from manufacturers and service providers who fancy an edge over their competitors. Unfortunately, in keeping

with the ever-increasing demands of the manufacturers, advertisers have resorted to creating unnecessary wants and excess consumption in most of us. This is a craving for harmful products that we are better off without. It preys on our minds rendering us completely irrational. Billboards, television and radio advertisements target us from a very early age, forming our view of the world as we grow into adults. The buzzwords in advertising are, 'you are cool, sophisticated, off the hook', if you use this or that product.

The notion that the media is primarily in place to give us news is not very true. If the truth may be told, the media is there to gather enough audience, package it into a pricey commodity and sell it to advertisers. The advertisers, on the other hand, are always on the lookout for a target audience to persuade them that this product or service is better than that of the competitor.

Advertising does influence people. Most of the advertisements are filled with images that equate emotional well-being with material acquisition and associate independence and leisure with consumption of alcohol. Advertising also makes people lavish their affection on products rather than real people, thereby destroying human relationships. We have become trapped in the web of advertising where products like brands of beer and cigarette take over our minds, doing away with our core family values.

When you look critically at most of the advertisements on the television, you will discover how persuasive advertisers are in deciding for us what, when, how much and why to buy. But most people think that they are not influenced by advertisements. This is precisely what advertisers want us to think, that in the end 'the people decide'. If you think deeply, nobody in his profit-minded sense will pay so much money to make a thirty second advertisement, which might not be seen by hundreds of people, let alone convince them to buy. How we strike a healthy balance between the two will definitely have a direct bearing on the future of our country. It is unfortunate that alcohol and tobacco advertising forms a sizable chunk of the industry.

Answer the following questions about the text:

1. What was the initial aim of advertising?
 - a) to influence consumers as to what to buy
 - b) to persuade and influence consumers' minds.
 - c) to make people aware of the goods available in the market

2. One effect of advertising is the following:
 - a) Excess consumption in most of us.
 - b) to inform consumers about available products.
 - c) make us feel "cool" by using the products advertised.

3. What does the phrase ***trapped in the web of advertising*** mean?

- a) It means that we are so influenced by advertisements for products that we eventually lose control over our actions and we keep on buying them in excess.
- b) it means that advertisements influence us as to what to buy, when to buy, how much to buy and the reasons to buy.
- c) it means that advertisements make us crave harmful products that we are better off without.

4. What does the word ***lavish*** in paragraph 4 mean?

- a) excessive
- b) barren
- c) scarce

Exercise 4 Match each word with its definition:

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| a) billboard | g) promote |
| b) jingle | h) slogan |
| c) target audience | i) advertisement |
| d) marketing | j) brand |
| e) newsletter | k) testimonial |
| f) logo | |

1. (the study of) the processes by which anything may be sold –
2. an easily-remembered and frequently repeated phrase which is used in advertising –
3. a maker's name or trademark –
4. a simple rhyming verse or tune –
5. a film, newspaper announcement, poster etc making something known, especially in order to persuade people to buy it –
6. a design or symbol that a company or organization uses as its official sign –
7. the particular group of people to which an advertisement, a product, a website or a television or radio programme is directed –
8. to encourage the buying of; to advertise -
9. Advertisement in which one gives a good review of a product, having used it in the past. –
10. a large board on which advertising posters are displayed –
11. a sheet containing news issued to members of a group, organization etc. –