

IN THE NAME OF GOD

SASSAN FAKHIMI



Advertisement

What **advertisement** is that?



EVERYTHING

Which company's **slogan** is this?

JUST



Slogans quiz

Can you match these TV advertising slogans with their products (a-h)?

1 The ultimate driving machine

2 Because I'm worth it.

3 Finger lickin' good

5 DON'T LEAVE HOME WITHOUT IT

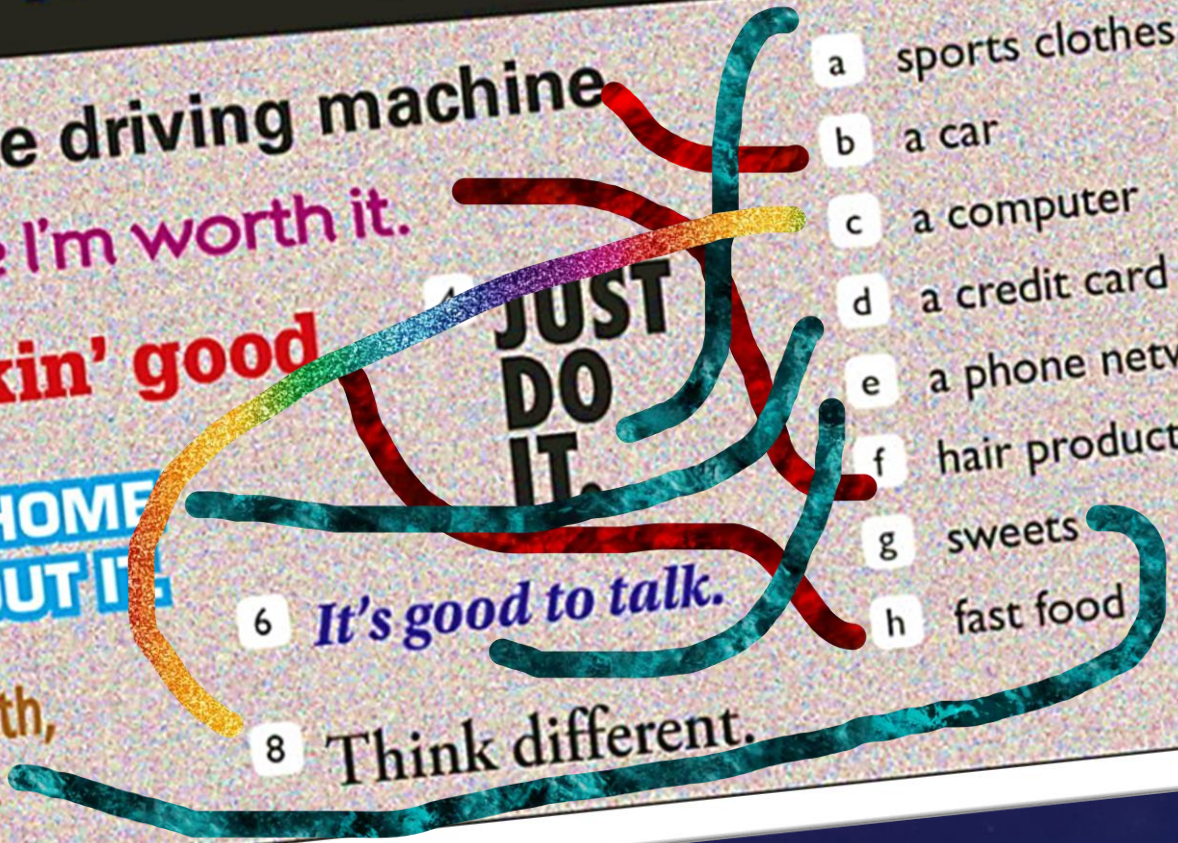
7 Melts in your mouth, not in your hands.

6 It's good to talk.

8 Think different.

JUST DO IT.

- a sports clothes
- b a car
- c a computer
- d a credit card
- e a phone network
- f hair products
- g sweets
- h fast food





Write one or three words to complete the gap.

- 1 **Why not try** _____ Hathaway's new organic bread?
_____ for sandwiches and toast.
- 2 _____ **It's perfect** _____ Hathaway's organic wholemeal.
- 3 _____ **Ask for** _____ the day with Hathaway.
- 4 _____ **Start** _____



***Write and advertisement for this product
and voice act it with the song.***



Match the situation with the speakers 1-5

- A Not everyone is happy with the final decision. 3
- B One of the speakers was very unlucky. 1
- C This person finds it impossible to make a decision. 5
- D This person gets confused and cross. 2
- E Somebody needs help to solve the problem. 4



Write **ed** or **ing** based on what you're hearing.

1 annoying 2 disappointed 3 confusing 4 exhausted
5 boring 6 amusing 7 satisfied 8 shocking



Ask your partners the questions below and if they agree or disagree

1 Which word best describes your attitude to TV adverts?
a annoying **b** boring **c** entertaining

2 How often do you click on adverts online?
a never **b** sometimes **c** usually or always

3 Which products should never have adverts on TV?
(Choose any number.)

- sugary drinks
- children's toys
- cigarettes
- violent video games
- junk food

4 What is your view of celebrities who take part in adverts?
a It's fine – it's just part of their job.
b It's sometimes OK, but they need to choose the adverts carefully.
c It's wrong – celebrities shouldn't be in adverts.

Write an advertisement for your favorite subject and try to voice act it with the song.

computer game electric car fruit snack
online language course smartphone sports club trainers