**PLAYING WITH WORDS / ADVERT-TEASING**

**MISSION 1: Give a definition of the word ADVERTISEMENT** UK:/ədˈvɜːrtɪsmənt/ US:/ˌædvɜˈtaɪzmənt/

**Explain the title ADVERT-TEASING:**

**MISSION 2 : Use the words below to complete the text :**

*consume / sales / brands /* *alert / ads, adverts, advertisements / well-known / trendy product / aware of / advertising / commercials / billboards / awareness*

Nowadays **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**are everywhere: you can see them on **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** in the street, or when you browse the Internet. We can’t ignore them! Some **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**on TV or on the internet are brilliant. Some **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** that are often associated with famous pieces of music are quite **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**. Celebrities are also used to persuade people to buy a **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**and make **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**increase.

Not all **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**campaigns aim at making people **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** more and more. Indeed, **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** campaigns can **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** people and make them **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** health dangers or humanitarian causes, for instance.

**MISSION 3: Discuss with your friends and complete this mindmap:**

**Goals of an ad**:

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**Goal of an awareness campaign:**

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**Who for?**

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**Icon which represents the brand:**

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**Phrase which symbolises the brand:**

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-

ADVERTISEMENTS

ADVERTS

ADS

**Places where ads can be found:**

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- -

- -

**People who create ads:**

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**MISSION 4: Complete the following sentences with a word derived from the one in brackets.**

a) More than ever, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to advertise) are targeting campaigns at children.

b) We are bombarded by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to count) advertising messages every day.

c) For some people, shopping can become an addiction as \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to power) as any other drug.

d) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to advertise) are always around us and are an integral part of our lives but we often don’t notice them.

e) On *International Buy Nothing Day* there are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to demonstrate) of various kinds against over-consumption.

f) It is known that America is a very \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to materialize) society.

g) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to consume) has steadily escalated over the past few decades.

h) Nothing in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to market) is left to chance.

i) Where did you see the name of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to organize) that sponsors the concert?

j) Two things make good advertising: a simple idea and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to repeat).

**MISSION 5: Expressing persuasion**

1) We talked our parents into buying a minivan.

2) Commercials often brainwash consumers into buying things they don’t need.

3) Wendy badgered her daughter into doing her homework.

4) My son cajoled /kəˈdʒəʊl/me into buying him a new i-pod.

5) His mother shamed him into apologizing to his friend

6) We had to coax Jennifer into visiting her uncle in hospital.

7) Clever advertising often lures consumers into buying useless gadgets.

8) The doctors urge the government to take action to slow the pandemic down and relieve the medical community.

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| Harceler quelqu’un pour qu’il fasse quelque chose |  | pousser quelqu’un à faire qq chose urgemment |  |
| amadouer quelqu’un |  | persuader quelqu’un de… argumenter… |  |
| Embobiner quelqu’un |  | faire subir un lavage de cerveau à quelqu’un pour |  |
| Attirer quelqu’un par la ruse |  | faire honte à quelqu’un pour |  |