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	APOYO A LA GESTION ACADEMICA		Vigencia: 2020	
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Docente: Nina Rocha		Área: Ingles		
Grado: 10	Sede: Rosita	Fecha: Abril 12 – Junio 15		
Estándar: Elaborar y presentar un anuncio publicitario.				
DBA: Explica las ideas de un texto, a partir de su conocimiento previo.				
Nombre del estudiante:				



Before Reading:

In your own words : What is the meaning of advertising?

Do you think advertising influences people's decisions ?

Can advertising influence the success of a product ?

ACTIVITIES

1 Read the text below , then underline 20 unknown words and look for their meaning .

YOUNG PEOPLE AND ADVERTISING

For young people their integration into the peer group is of great importance, and for this they feel obliged to accept the social patterns imposed by their reference group. This makes them especially vulnerable to any influence that proposes greater acceptance within the group.

The media have a great impact on the socialization of young people, but they transmit a stereotypical image of them, in which the funny, dynamic and superficial predominate. This image ends up being assumed by the young people themselves. Advertising also uses stereotypes to reinforce its commercial messages.

This collective image does not always coincide with the image, in many cases negative, that each young person has of himself or herself. A conflict is thus generated between what one wants to be and what one thinks one is, which among the most insecure young people can hinder a balanced formation of their personality.

You must know

Advertising is criticized but, when consuming, we feel influenced by it. The degree of critical response to advertising depends, to a large extent, on the degree of audiovisual training and literacy of the recipients.

There is no doubt that advertising, as a commercial activity paid for by an advertising company, chooses and multiplies those values that it is interested in highlighting and discards those that do not favor its persuasive strategy.

2. Develop the worksheet: The power of advertising.
3. Choose a program to make an advertisement, then explain the steps you follow to create it.
4. Send the advertisement to the teacher.

The power of advertising



Companies spend millions of euros every year advertising their products. Their ads tell us that if we buy their mp3 players, people will admire us more, if we eat their food, we will be happier, and, unless we wear their clothes, we won't look good.

They use a variety of clever techniques to persuade us to buy their products. Some companies employ famous athletes, singers and actors. They think that if we see our heroes wearing a certain T-shirt, then we will want to wear it, too. Other companies try to make us feel bad for not buying their products: unless we use their products, we will not be good friends or we will put the environment in danger. Other companies use words like 'modern', 'unique' or 'latest' because they believe that if they use such words, we will want to buy their

products. Other companies, in order to know what teenagers like, hire 'cool hunters*' or 'cultural spies*' to infiltrate their world and bring back the latest trends.

Young children and teenagers are important to companies because they have their own purchasing* power, they influence their parents' buying decisions and they're the adult consumers of the future. However, we should be careful because advertising uses and influences children and teenagers and a healthy society should raise children to be responsible citizens rather than just consumers.

Vocabulary helper:

- * **hunter**: a person who looks for something,
- * **spy**: a person who tries to get secret information about something,
- * **purchasing**: buying

A. Find evidence of the following ideas in text.

1. The choice of words is very important in advertising.
2. Advertisers are interested in what teenagers like.
3. The relationship between children and advertising isn't a healthy one.

B. Find in text the equivalent for the following words:

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|-------------------------|------------------|
| 1. advertisements (p.1) | 7. employ (p.2) |
| 2. if not (p.1) | 8. prudent (p.3) |
| 3. smart (p.2) | |
| 4. convince (p.2) | |
| 5. risk (p.2) | |
| 6. most recent (p.2) | |