

**key vocabulary**

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- » advertisement
- » appeal
- » attention
- » audience
- » catchy
- » commercial
- » consumer
- » effective
- » fear
- » humorous
- » informational
- » persuade
- » product
- » promote
- » statistic
- » technique

**key idioms  
and slang**

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- » attention grabber
- » banner ad
- » emotional appeal
- » feel good
- » infomercial
- » rely on
- » sound effects
- » target audience

**key structure**

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**Present Continuous**

They are designing a new ad campaign for Starbucks.

**conversation starters**

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- » What make you remember a TV ad?
- » Have you ever bought a product because you liked the ad?
- » What things do you dislike about TV ads?
- » How do you think TV ads try to appeal to emotions?
- » Tell me about an ad slogan you remember from your childhood.

**learning tools**

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**Song**

*Salesman*

Stan Ridgway

**Movie**

*Thank You For Smoking*

Starring Aaron Eckhart

**Website**

*Adbusters*

<http://www.adbusters.org>

