

Read the text carefully then do the following activities

Advertisers have brought the art of propaganda very near to perfection. The advertiser has something to sell , he wishes to present his goods in the most favorable manner possible. Frequently, he has to create on us a strong want for his goods. He will seek to arouse our emotions, appealing to our desire to be healthier or more beautiful or better dressed than we are. At the same time, the skilful advertiser will support his appeal with proofs that his goods are able to satisfy these desires.

Advertisers use many methods to get us to buy their articles. One of their most successful methods is to make us feel dissatisfied with ourselves and our imperfect lives. Adverts not only inform consumers about new products available on the local market but also show us who we aren't and we don't have. Our teeth aren't white enough or our clothes aren't fashionable enough. Although we might not like to admit it , advertisements on television and newspapers probably influence us much more than we think. Each of us has a mental picture of the kind of person he wants to be. For example, a modern young woman would like to think that she looks like a movie star.

Advertisers get psychologists study the way consumers think and their reasons for choosing one product instead of another. These experts tell advertisers about the motives of fear and self-image.

A/ Comprehension.

1- Choose the best title a, b, or c.

- a) Advertisers and corruption b) Selling products c). Ways to advertise

2) Are the following statements true or false?

- a) To sell his goods , the advertiser presents them in the best way.
b) Only one method is used by advertisers to get us buy their goods.
c) Media adverts have effect on the audience.
d) Advertisers make us feel that we aren't satisfied with ourselves.

3- Answer the following questions according to the text.

- a) What does a skilful advertiser support his appeal with ?
b) What is the best way to convince consumers to get their goods ?
c) What kind of help is provided by psychologists ?

4) In which paragraph is it mentioned.....?

- a) Advertisers try to make you dislike your appearance or what you have.
b) They resort to the help of experts in psychology.

5) Find in the text words or phrases opposite in meaning to the following.

- a) worse (§1) b) traditional (§2)

B/ Text Exploration

1) Complete the chart as shown in the example.

nouns	adjectives	verbs
Eg: satisfaction	satisfied	to satisfy
	successful	
		to inform
attraction		

2) Complete sentence (b) so that it means the same as sentence (a)

1- a) Advertisers are using many methods to get us to buy their products.

b) Many methods.....

2- a) " My children want everything they see , " my friend always complains.

b) My friend always complains.....

3) Combine these pairs of sentences using the words between brackets.

a) Children who eat fast food consume more calories. They are in the risk of becoming obese.

(therefore)

b) Advertisement is very necessary for economic growth. It is not without social costs. (though)

4) Reorder these jumbled sentences into a coherent paragraph.

a) Companies attempt to make these commercials entertaining

b) which is by most measures considered to be the most important American football game of the year.

c) Each year, greater sums are paid to obtain a commercial spot during the Super Bowl,

d) so that members of the public would actually want to watch them.

5) Classify these words according to the pronunciation of the final 's'.

a) wishes b) motives c) markets c) satisfies

WRITING:

Choose either topic one or topic two.

Topic one: using the following notes write a composition on the bad effects of advertisements mainly on children .

- Advertising is everywhere
- TV is a direct means to influence children
- Some products as alcohol and tobacco shouldn't be advertised
- Children do not understanding the exaggeration in advertising messages
- Advertising affects children directly
- They may develop bad consuming habits.

Topic two: It is said that advertising makes dreams.

Write a conversation (dialogue) between two persons one for and one against advertisement.

GOOD LUCK FOR ALL.