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Circle the word you hear.

- | | | | |
|----|-----------------|------------------|------------------|
| 1 | soaking | slogan | slow gun |
| 2 | information | informational | informative |
| 3 | emphasize | emphasis | emphatic |
| 4 | catch the train | catchy tune | catch the tune |
| 5 | in the air | on the air | unfair |
| 6 | auditory | auditing | audience |
| 7 | personal search | personal service | personal servant |
| 8 | contusion | confusion | conclusion |
| 9 | funny voice | funny vice | funny toys |
| 10 | adorable | affordable | unaffordable |
| 11 | budgie | budget | Bridget |
| 12 | identity | identify | identification |

Questions about advertisements

1. What kind of sound effects would you put in an ad to create an atmosphere of fear?

2. Give an example of product placement.

3. Imagine you create a product . What is your product ? What is your target audience?

4. What product slogan do you like?

5. What is a good way for an ad to get the attention of people?

6. What are 3 ways to promote a product ?

7. Can you give an example of an ad that has the “feel good” factor ?

8. Which is better and why?

A. the “feel good” factor B. humor C. a catchy tune

Teacher's Sheet

Page 1

Dictate the words below (in any way you like) and tell the students to write the words on the appropriate pictures. For me, I like to dictate **one word per row going down row by row** first (students have to choose one from three). Explain the meanings of words as necessary. And then I **come back to the top and go down row by row again**. This time students have to choose one from two. So I only dictate 2 words per row. Other words might come up on the next page.

List 1	List 2	List 3
consumer	sound effects	product placement
humorous	emotional	informational
positive	negative	embarrassment
anger	confusion	fear
stress	slogan	target
emphasize	audience	promote
commercial	get attention	easy to remember
on the air	budget	personal service
affordable	feel good factor	catchy music
funny voice	identify	successful

Page 2

Dictate the words more quickly this time.

List 1	List 2
catchy tune	on the air
sound effects	personal service
affordable	product placement
funny voice	successful
emotional	consumer
identify	humorous
slogan	feel good factor
informational	confusion
positive	embarrassment
negative	budget
target	audience

Page 3

Read the words and tell the students to circle the word.

- 1 slow gun
- 2 information
- 3 emphasis
- 4 catch the tune
- 5 in the air
- 6 auditory
- 7 personal servant
- 8 contusion
- 9 funny vice
- 10 affordable
- 11 Bridget
- 12 identity