

Expressing opinions about advertising



1 Television _____ are a good way to learn about new products.

Agree Disagree

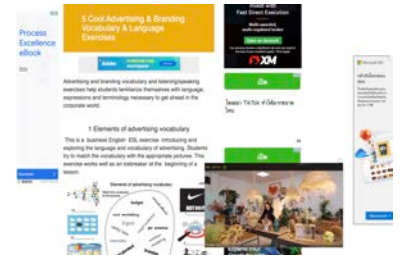
Reason: _____



2 Billboards are an _____ form of advertising.

Agree Disagree

Reason: _____



3 Pop-up ads on websites are _____.

Agree Disagree

Reason: _____



4 Celebrity _____ make products more appealing.

Agree Disagree

Reason: _____



5 Personalized advertising, based on our online activities, invades our _____.

Agree Disagree

Reason: _____



6 Advertising can be _____ and give false information.

Agree Disagree

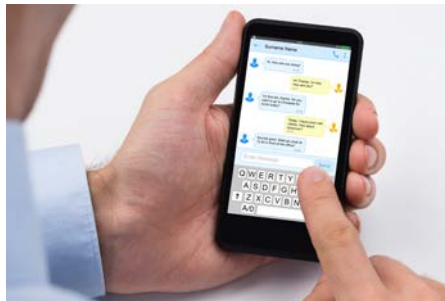
Reason: _____



7 Social media advertising can be a _____ way to find new businesses or products.

Agree Disagree

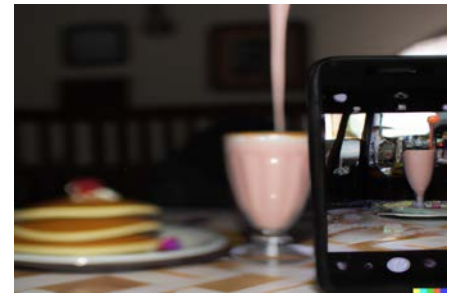
Reason: _____



8 I really _____ mobile advertising through apps and text messages.

Agree Disagree

Reason: _____



9 _____ marketing on platforms like Instagram is the future of advertising.

Agree Disagree

Reason: _____

Match the words to the sentences above. Decide whether you agree or disagree and give a reason for your choice.

- | | | |
|--------------|------------|----------|
| endorsements | misleading | helpful |
| annoying | influencer | outdated |
| commercials | dislike | privacy |

Answers

1. Television commercials are a good way to learn about new products. (Agree/Disagree)
2. Billboards are an outdated form of advertising. (Agree/Disagree)
3. Pop-up ads on websites are annoying. (Agree/Disagree)
4. Celebrity endorsements make products more appealing. (Agree/Disagree)
5. Personalized advertising, based on our online activities, invades our privacy. (Agree/Disagree)
6. Advertising can be misleading and give false information. (Agree/Disagree)
7. Social media advertising can be a helpful way to find new businesses or products. (Agree/Disagree)
8. I really dislike mobile advertising through apps and text messages. (Agree/Disagree)
9. Influencer marketing on platforms like Instagram is the future of advertising. (Agree/Disagree)

Possible answers

1. Television commercials are a good way to learn about new products.
 - Agree: Yes, they inform viewers about new products, services, and innovations in a visually engaging manner.
 - Disagree: Not always, as they can often be biased or one-sided in favor of the product they are advertising
2. Billboards are an outdated form of advertising.
 - Agree: Yes, digital marketing techniques are more effective and personalized nowadays.
 - Disagree: No, they can still have a substantial impact, especially in high-traffic urban areas or strategic locations.
3. Pop-up ads on websites are annoying.
 - Agree: Yes, they often interrupt the user experience and can be intrusive.
 - Disagree: Not always, some pop-up ads can be informative and useful if they're relevant to the user.
4. Celebrity endorsements make products more appealing.
 - Agree: Yes, celebrities have a big influence on their fans, which can affect their buying decisions.
 - Disagree: Not necessarily, consumers are becoming more conscious and skeptical about celebrity endorsements.
5. Personalized advertising, based on our online activities, invades our privacy.
 - Agree: Yes, it feels intrusive and raises serious privacy concerns.
 - Disagree: No, as long as data is used responsibly, personalized advertising can be helpful and time-saving.
6. Advertising can be misleading and give false information.
 - Agree: Yes, some advertisements use manipulative or misleading techniques to attract consumers.
 - Disagree: Not all advertising is misleading; many businesses use advertising to genuinely educate consumers about their products or services.
7. Social media advertising can be a helpful way to find new businesses or products.
 - Agree: Yes, they expose us to new products, services, and brands we might not have found otherwise.
 - Disagree: Not always, as many times the ads shown are not relevant or interesting to the user.
8. I really dislike mobile advertising through apps and text messages. (Agree/Disagree)
 - Agree: Yes, it can be intrusive and disruptive, especially if it interrupts the use of an app or arrives unsolicited.
 - Disagree: No, sometimes it's a good way to learn about new apps, products, or services that could be of interest.
9. Influencer marketing on platforms like Instagram is the future of advertising.
 - Agree: Yes, as it takes advantage of the influence and reach of popular individuals to effectively market products.
 - Disagree: No, while it's an important part of the marketing mix, it will not completely replace traditional or other forms of digital advertising.