



**INSTITUCIÓN EDUCATIVA FEDERICO SIERRA ARANGO**  
**Resoluciones Dptales. 15814 de 30/10/2002 - 9495 de 3/12/2001**  
**NIT: 811039779-1 DANE: 105088001750**  
**Bello - Antioquia**



<b>ASIGNATURA</b>	Inglés	<b>PERIODO</b>	2 (semanas 1 y 2)
<b>GRADO</b>	Décimo (10°)	<b>DOCENTE</b>	Karen Présiga Cuartas
<b>FECHAS</b>	Del 05 al 16 de abril del 2021		
<b>OBJETIVO</b>	Promover la producción escrita y oral en inglés a través de una sana competencia de propagandas donde los estudiantes podrán poner en escena su imaginación, creatividad y habilidades sociolingüísticas propias de la lengua inglesa.		
<b>OBSERVACIONES</b>	Los trabajos deberán ser enviados vía Classroom:		

## ADVERTISING COMPETITION



1. Think about products that you see or hear about in TV or radio adverts. Copy the table. Then complete the headings with the types of product in the box.

kitchen products - beauty products - hygiene products - electronic products - clothes - toys - sports equipment - travel products - pet products - food and drink

Type of product	kitchen products				
Example	washing-up liquid	computer	jeans	bread	soap

Type of product					
Example	guidebook	face cream	train	dog food	tennis racket



Think of an advert that you can remember and complete:

Type of Product:

Product:

Advert:

Technique:

## THE ADVERTISING GAME

Companies use different techniques in their adverts to attract people to their products. Here are some of the most common strategies.

### Celebrities

We all know these adverts - you see a popular singer, sports person or model using a product, and it makes you want to buy it, so that you can be just like your favourite celebrity.

### Visual stimulation

Companies advertise their products in a creative way. They use strong colours to catch your eye, because they attract us to the product and they look good.

### Emotional attraction

A lot of adverts promote their products by using music, images and stories that touch your emotions - love, friendship, nostalgia, etc. This is a very powerful way to attract you to their product.

### Humour

This is a very common and successful way to advertise a product. People enjoy laughing, and they like to watch adverts again and again if they are funny. Soon, you associate this pleasant feeling with a product.

### Special offers

Companies often make you believe that you are getting something for free if you buy their products. Be careful - this is usually not true!



### Glossary

- celebrities: *famosos/as*
- strategies: *estrategias*
- catch your eye: *llamar la atención*
- promote: *promocionar*
- pleasant: *agradable*
- special offer: *oferta*
- for free: *gratis*

## MAKE AN ADVERT

For this activity you should consider the following guidelines:

- 1) Form teams of maximum 5 people
- 2) Select a product you want to promote
- 3) Decide how to advertise (video, podcast, infographic, animation, images, electronic messages, etc).
- 4) Identify what will be included in the advertisement: the description of the product, the emotional factor, the music, the qualities or benefits of the products, prices, offers, etc.
- 5) Define what will be the technique to promote the product.
- 6) Presentation of the advert.