

## a) ADVERTISING - Working with three texts

- Read the three texts “**ADVERTISING**”, “**THE PURPOSE OF ADVERTISING**” and “**The changing face of women within advertising**”
- Highlight important information!
- Please prepare new vocabulary and copy new words in your vocabulary folder (**→ write down new English words + English explanations + German words**)  
Use this website <https://www.macmillandictionary.com/> to find suitable explanations!
- Write a summary of the text “**ADVERTISING**”
- Write a summary of the text “**THE PURPOSE OF ADVERTISING**”
- Write a summary of the text “**The changing face of women within advertising**”

## b) LANGUAGE IN USE

1. New methods in advertising:

### EIU 7 – BANKED GAP-FILLING: UP CLOSE AND PERSONAL

You are going to read a text about new methods in advertising. Some words are missing from the text. Choose the most appropriate word from the list A–P for each gap 1–13. There are two extra words which you do not need to use.

The words ‘donuts’ and ‘cutting edge’ are rarely seen in the same sentence, but in Buffalo, New York, the ring-shaped snacks are at the center of an (0) \_\_\_\_\_ that could influence shopping (1) \_\_\_\_\_ in the future. Two Dunkin’ Donuts stores will soon be testing a system that can (2) \_\_\_\_\_ your face and play an ad on a digital screen that is (3) \_\_\_\_\_ to your age, gender, and demographic group.

This is the first time such a system has been used by a mainstream (4) \_\_\_\_\_ in the U.S. It works in the same way as systems used by police and immigration (5) \_\_\_\_\_ to identify criminals in crowds. A camera above a screen (6) \_\_\_\_\_ an image and analyzes facial features such as the eyes, nose, and bone structure. The information is then used to (7) \_\_\_\_\_ ads to be played on the screen as you look at products or at the cash register.

“It’s in the region of 85 percent (8) \_\_\_\_\_, which is a very high level of precision for advertisers and marketers,” says Barry Salzmann, head of YCD Multimedia, which (9) \_\_\_\_\_ the display platform. “What we’re doing basically is creating the shopping environment of the future. Imagine you walk in, and instead of seeing (10) \_\_\_\_\_ materials, it’s all digital screens.” Those who have seen the movie *Minority Report*, in which Tom Cruise is followed by ads wherever he (11) \_\_\_\_\_, won’t find this hard to imagine.

So are we now facing a future – some say it could be the norm in 20 years – in which we are (12) \_\_\_\_\_ with personalized messages about deodorant and other things and in which we can’t hide anywhere?

When asked about these (13) \_\_\_\_\_ displays in real life, John Underkoffler, the science and technology expert who worked on the Steven Spielberg film, said there’s really no going back.

Source: Spotlight, Dezember 2008

A	accurate	E	advertiser	I	agencies	M	bombarded
B	captures	F	experiences	J	experiment	N	goes
C	high-tech	G	invented	K	printed	O	scan
D	select	H	store	L	targeted	P	wants

2. Consumerism among children:

a) You are going to read a text about children as consumers. Some words are missing from the text. Choose from the list (A–P) the correct part for each gap (1–13) in the text. There are two extra words you should not use. Write your answers in the boxes provided. The first one (0) has been done for you.

There is no doubt that children have enormous ... (Q0) power, both directly and indirectly. On the one hand many of them have large ... (Q1) of money to spend, on the other hand they are able to persuade and ... (Q2) parents on what to buy.

This may be due to the fact that parents often give in to their children's ... (Q3) because they do not have the ... (Q4) to say no. After all, if the money is around there does not seem to be a major problem. However, if the family is short of money, the situation is awkward for parents and children alike. Children want to keep up with their ... (Q5) and parents do not want to reject their children's wishes. But what can you do if you simply cannot ... (Q6) what you would like to buy?

... (Q7) and marketing experts know about the power of children and ... (Q8) this aspect as best they can. Children are being ... (Q9) specifically – either to influence their parents or to become loyal customers once they have grown up.

When it became apparent that children under the age of ten are unable to distinguish between commercials and regular TV programmes, states like Sweden ... (Q10) advertising during children's prime time. It is extremely ... (Q11) that even one single exposure to a TV advert might change the consumer habits of a child for a long time, if not forever, as brand names and slogans are firmly ... (Q12) on a child's memory.

Such long-term strategies are the ... (Q13) of advertising, making sure that future consumers choose the right product from the right company.

<b>A</b>	advertisers	<b>H</b>	exploit	<b>O</b>	targeted	<b>0</b>	N ✓	Q7	
<b>B</b>	afford	<b>I</b>	imprinted	<b>P</b>	worrying	Q1		Q8	
<b>C</b>	amounts	<b>J</b>	influence			Q2		Q9	
<b>D</b>	backbone	<b>K</b>	negotiation			Q3		Q10	
<b>E</b>	banned	<b>L</b>	nerve			Q4		Q11	
<b>F</b>	busy	<b>M</b>	peers			Q5		Q12	
<b>G</b>	demands	<b>N</b>	purchasing			Q6		Q13	

b) Find synonyms for these expressions in the text above.

- undoubtedly: there is no doubt
- to win approval or support for: .....
- side: .....
- TV commercial: .....
- person who buys sth.: .....
- specific name of a company: .....
- plans of action: .....



## c) Book Project:

You have finished all your reading activities!! ☺

In June, you will have to give a presentation about your book. Please prepare a ppt presentation (10 slides) and think about what you want to say!

## d) Work in your *Make Your Way 7* book:

### Advertising

- Write down these words: Make your Way 7, p. 162

### Documentaries

- Do the *reading task*: Make your Way 7, p. 166/167, Ex. 1
- Work with new words: Make your Way 7, p. 168, Ex. 2

### What do you do for a living:


- Do the *listening task* about job interviews: Make your Way 7, p. 189, Ex. 14
- Do the *language in use* task: Make Your Way 7, p. 190, Ex. 15

## e) Working against unemployment - Answer in short paragraphs!

- Do you expect to have one career for life? Why (not)?
- Do you know somebody who has lost their job? Why did they lose it? What difficulties did they have to cope with? Describe someone you know who is out of work.
- Read the text "**Working against unemployment**" and answer the following questions:
  1. What persuades the Danes to accept government "job offers"?
  2. What must Dutch people do to get unemployment benefit?
  3. What is the Belgian compromise?
  4. Which country has a system similar to American Workfare?

# Working against unemployment

The Workfare scheme is an American approach to unemployment. Under the scheme, the unemployed have to work for their unemployment benefit (called 'the dole' in Britain and 'welfare' in America). The scheme differs from state to state but usually includes community service, such as painting public buildings, helping old people, working in hospitals or parks, even cleaning the streets. Some schemes also pay companies to employ the jobless while others offer job re-training courses. If the unemployed do not accept these conditions, their welfare payments are cut or stopped. Europe has copied some of these ideas.



**Swedes take the lead in Europe**

By PAUL EASTHAM

SWEDEN has the nearest European equivalent of the U.S. workfare. Long-term unemployed there are asked to do community work for six months. Some 16,000 people are currently on the scheme, which has existed in some form for 80 years. It is intended to lead to a full-time job - but persistent refusal to take up a place will result in benefit being stopped.

DENMARK operates a system of 'job offers' to the long-term unemployed. Although no-one is obliged to accept, those who refuse can lose their £240 a week benefits. Local job centres must come up with a job or training offer once a person has been out of work for two and a half years. Each person is given only two offers.

In HOLLAND, jobless workers draw an average £175 a week with no strings at all. 'There would be an outcry if a politician said the unemployed must dig ditches,' said a social security ministry spokesman. 'We believe that as people have paid social security they have a right to benefits.'

BELGIUM which pays around £150 a week has just introduced a scheme aimed at people who have been jobless for nine months. To continue drawing the dole, they must attend a four-month course which is partly re-training and partly aimed at remotivating them.

In GERMANY, those out of work for more than a year are eligible for government-sponsored jobs. But the drain of reunification on the economy has forced Bonn to cut back on the number it helps.

**GLOSSARY**

**Working against unemployment**

**benefit:** (unemployment) money. **come up with:** provide. **cut back:** reduce. **ditches:** holes (for drains). **drain of:** costs of. **drawing the dole (!):** getting unemployment benefit. **eligible for:** have a right to. **equivalent:** similar (scheme). **government-sponsored:** paid by the government. **job centres:** government agencies responsible for advertising jobs. **no strings (idiom):** (from *no strings attached*) no restrictions. **outcry:** public protest. **persistent:** repeated. **remotivating:** encouraging once again. **reunification:** joining together again (especially Germany). **social security:** social contributions. **spokesman:** representative chosen to speak for an organisation. **take up:** accept.

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