



*"You too? You didn't need it, you didn't want it,
you didn't even know what it was,
but you bought two."*

In this unit, you will:

- read an article about advertising and brands.
- read an article about the negative effects of advertising.
- discuss some popular advertising techniques.

1 Critical cartoons

A Warm up

Work with a partner or in a small group. Look at the information on this page and the cartoon. Discuss the questions below.

- 1 How much advertising do you see in a typical day?
- 2 What kind of ads do you see most?
- 3 How do the ads make you feel?
- 4 What is the message of the cartoon?
What is the connection to the unit topic?

I see a lot of ads on ...

The ads make me feel ...

The ads I see are often about ...

I think the ad is about ...

MEDIA link



The Greatest Movie Ever Sold (2011) is a funny documentary that asks the question, "Is it possible to fund a movie using only the money you get from advertising and product placements?" It is directed by Morgan Spurlock, creator of the hit documentary *Super Size Me*.

For additional media links, go to www.infocus-eltseries.com

2 Core vocabulary

A Skimming and scanning

- 1 Find and underline the keywords in the text. The first one is done for you. Then work with a partner, look at the text, and try to guess the meanings of the keywords.

Keywords

assume	behavior	brand	income	industry
label	prevent	stock	trend	warn



Advertising and Consumerism



Advertising is used in many ways. Health experts use advertising to warn the public against bad things. For example, they want to prevent young people from starting to smoke. They assume that young people won't start if they know how bad smoking is. Sometimes, health organizations want to change people's behavior—getting them to exercise more, for example.

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However, advertising is more often used by industry to sell things. A company's income depends on how much money it makes by selling its products and services. These days, the trend is for companies to advertise their brand. A brand is a mark, a name, or a label that stands for a company's products or services. In the past, a clothing company would advertise a coat or clothing.

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Nowadays, a company might advertise how people feel when they wear its label. In this way, the company develops "brand loyalty." That is when people like to buy only the products from one brand. Companies with brand loyalty can charge more money for their products. Investors in companies like brand loyalty very much because the price of their stock goes up when a company has a strong brand.

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- 2 Read the statements below. Which best describes what this text is about? Circle A, B, or C. Then explain your answer to a partner.

- A The uses of advertising in society
- B The positive effects of brand loyalty
- C How advertising can be used to improve our health

B Words in context: identifying a part of speech

- 1 Look at the text on **page 2**. Three of the keywords are verbs. Verbs describe an action. Find the verbs and write them below.

1 _____

2 _____

3 _____

- 2 The subject of the sentences is the same for all three verbs. Write it below.

- 3 Use the three verbs to make your own sentences.

1 _____

2 _____

3 _____

C Word parts: *ism* Example: *consumerism*

- 1 Find five words with *ism* in the puzzle and circle them. Check their meanings. See **page 97** if you need help.

- 2 Complete the sentences below with the words from the puzzle.

- 1 There have been many acts of _____ in the twenty-first century.
- 2 _____ is a belief that there is no god.
- 3 Many universities offer courses in _____.
- 4 Advertising encourages _____ in society.
- 5 _____ in Eastern Europe ended in the 1990s.

D	T	U	W	D	G	R	Z	U	S	W
C	O	N	S	U	M	E	R	I	S	M
C	B	S	N	F	I	U	M	S	S	V
O	N	A	V	O	B	S	F	I	X	F
M	Z	L	N	H	I	P	R	I	D	N
M	L	L	E	E	M	O	F	Y	J	J
U	T	Y	H	O	R	B	U	I	Y	H
N	J	T	V	R	V	K	A	U	R	C
I	A	G	E	E	J	X	M	M	K	A
S	Z	T	R	M	F	P	X	O	K	X
M	E	N	F	E	M	I	N	I	S	M

- 3 Work with a partner. What do you think *ism* means? Circle the correct answer.

- A an outdoor activity
- B a belief or system of beliefs
- C thinking too much about something



D Discussion dictation

- 1 Listen and write down the questions.

1 What were _____?

2 What are _____?

3 Are cigarettes _____?

- 2 Work with a partner. Ask each other the questions. Be sure to ask follow-up questions.

3 Reading skills

A Pre-reading

- 1 Quickly scan the text and circle the 10 keywords.
- 2 Have you ever bought a product because of an advertisement you saw? What was it? Why did you buy it?
- 3 What is one positive effect and one negative effect of advertising?

B Reading

Read the text. Highlight an interesting idea in each paragraph.



Over the last 70-80 years, consumerism has been a trend in many countries. People buy things they don't need, and they replace things before they wear out. ¹ We used to repair things when they were broken, but today we throw out old things and replace them with new models. Indeed, many of the things we use can't be repaired. Once, products were made to last for many years. Now, they are
5 designed to last only a few years.

Advertising supports this behavior of buying things that we don't really need. Advertisements, or ads, make us notice products and brands because we see them frequently in our lives, especially on television. ² There are many interesting programs on television. The advertising industry tells us that to be happy, we need their products in our lives. It does this with images that connect the product to happy,
10 successful, or beautiful people. We assume that to be successful or happy, we must buy the product or brand, or we must wear the same designer label as the beautiful, successful people in the ads.

The negative results of this consumerism are easy to see. ³ As people spend more and more of their income on things they don't need, they have to work more to pay for them. This prevents people from spending time with their families or spending money on education or healthy food. In America today,
15 there are four times more shopping centers than high schools. Many American parents say that they don't spend enough time with their children.

Another negative result is that we may believe things that aren't true. To increase profits and stock prices, companies make many false claims about their products. For example, can we really lose weight simply by
20 taking a pill, without dieting or exercising?

People also warn us of the negative effects of consumerism on the environment. ⁴ We use energy to produce these unnecessary goods, and that puts more carbon dioxide into the air, which causes climate change. When we throw away goods, they are either burned or buried,
25 again causing damage to the environment.

Advertisers say that all they do is inform us. But in reality, they have tricked us into working longer hours, buying stuff we don't need, and thinking we need their products to impress others.



C Identifying topic and main idea

Read the questions below and circle the correct answers according to the text.

- 1 Which of the following best describes the topic of the text?
 - A Shopping
 - B Consumerism
 - C Fashion brands
 - D Money
- 2 Which of the following best describes the main idea of the text?
 - A Buying fashionable goods affects how people feel.
 - B Modern products are not designed to last.
 - C Advertising influences people's behavior in negative ways.
 - D Consumerism has effects on the environment.

D Identifying unnecessary information

- 1 Look at the four numbered sentences in the passage. Which has information that is not related to the main point of the author?

Sentence number: _____

Reason it is not necessary: _____

- 2 Compare your answers with a partner.

E Identifying opinions

Which one of the following sentences best describes the author's opinion? Circle A, B, or C.

- A Advertising causes us to buy too many things, and this has many negative results.
- B Advertising is neither good nor bad; people can choose not to buy things.
- C Advertising is a useful way to find out about a product.

Discuss it



Work with a partner or in a small group. Ask and answer the questions below.

- 1 Look back at the ideas you highlighted. Are they the same? What are the differences?
- 2 You have 3 minutes. How many different types of advertising can you think of? For example, TV ads.
- 3 Imagine you want to buy these items: a mobile phone; a pair shoes; a pizza. How important is advertising to you when you decide to buy these things?



4 Find out more

A Information gathering

Work in small groups. Find at least five advertisements. If you can, go online to search for popular advertisements. Write notes about each one in the table below.

Advertisement	Product	Target Group	Why the ad appeals to target group
Photo of Shohei Ohtani	Oakley	Young people	Shohei Ohtani is young and successful

B Comparing results

Form new groups and compare your advertisements. Discuss the questions below.

- 1 How many of these products do you buy? How do you feel about them?
- 2 What words can you think of to describe the products?
- 3 Do the makers of any of these products use celebrities to advertise? If so, which? Does this make you want to buy the product?
- 4 Do any of the products use humor to sell the product? Which ones? Does this make you feel more positive about the product?

I think the advertisement for ... is original/funny/memorable/romantic.

The ad suggests / appeals to / features ...

Some / A lot of ads use celebrities. An example is ..., which uses ...

I like the way some advertisements ...

5 Critical thinking

A What does the author mean?

- 1 Work with a partner. Read the statements below and decide if they are suggested by the text on page 4. Write down your reasons.

inference (n): a guess that something is true or not from the information you have

Statement	Inference? (Yes/No)	Where (line no.)
1 In the past, products were of a higher quality.		
2 Consumerism causes parents to spend less time with their children.		
3 Advertisements are a reliable source of information.		
4 Advertising makes people assume they will be happy if they buy something.		

- 2 Compare your answers with a new partner.

B Categorizing

Read the statements below about some of the effects of advertising. Decide if they are positive or negative. Check (✓) the boxes. Then compare your answers with a partner.

Advertising . . .	Positive	Negative
creates more waste.	<input type="checkbox"/>	<input type="checkbox"/>
means people have to work harder.	<input type="checkbox"/>	<input type="checkbox"/>
increases company profits.	<input type="checkbox"/>	<input type="checkbox"/>
leads to less time with family.	<input type="checkbox"/>	<input type="checkbox"/>
gives more information to customers.	<input type="checkbox"/>	<input type="checkbox"/>
changes bad behavior.	<input type="checkbox"/>	<input type="checkbox"/>

C Post your opinion

- 1 Work with a partner or in a small group. Below are some common advertising techniques. Explain what you know about each technique.

- | | |
|-------------------------------------|--|
| 1 Comparing products | 5 Selling top-quality products at a high price |
| 2 Using creativity | 6 Focusing on lifestyle |
| 3 Recommendation by a famous person | 7 Selling at a low price |
| 4 Using fear | 8 Using scientific research |



post (n, v): (to put) a message using social media

- 2 Which techniques are popular in your country? Which do you think are most effective? Write a post with your opinion.

Here, one popular technique is ...

I think the most effective technique is ...

D Discussion

- 1 Work in a small group. In C, you looked at eight advertising techniques. Read these statements taken from advertisements. Which techniques do they use? Write 1 to 8 in the table below

Advertising Statement	Technique (1–8)
TESTS SHOWED A 69% IMPROVEMENT AFTER USING BRAND A.	
Mouthwash A is better than Mouthwash B.	
Lionel Messi loves to use Brand C.	
30% off Brand X this week!	
Smoking shortens your life by 10 years.	
Enjoy life. Drive an XYZ and feel free.	

- 2 Another advertising technique is called “greenwashing.” This is when a company says its products or activities are better for the environment than they really are. Look at the advertisement below and discuss the questions in your groups.

- What is this ad for?
- Do you think the ad is effective? Does it make you more likely to buy the product? What things does the ad NOT say about this product?
- Why could this be an example of greenwashing?
- Can you think of any other examples of greenwashing?



Although the ad is probably telling the truth, I think ...

The ad doesn't say anything about ...

This could be an example of greenwashing because ...

Another example of greenwashing is ...

Quotable quotes Final thoughts . . .

Advertising is legalized lying.*

H. G. Wells
English writer

- Do you think that ads sometimes lie? Give examples.
- Do you think there should be laws on what and how products are advertised? Give examples.

*legalize (v): to allow by law

