

# "ADVERTISING"

## PRE-LECTURING

THE HISTORY OF ADVERTISING IN 60 SECONDS  
(2014) 1.10 MIN  
[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=7D3VAYGNXJY](https://www.youtube.com/watch?v=7D3VAYGNXJY)



WHAT IMPRESSED YOU MOST?



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## TASK 2

IDENTIFY THE SLOGANS OF BRANDS AND INSERT THEM IN THE CORRECT SPACE. PROVIDE UKRAINIAN EQUIVALENTS OF THE SLOGANS.

English Slogan	Brand Name	Ukrainian Equivalent
Think Different	Apple	«Думай по-іншому»
Open Happiness	Coca-Cola	
Just Do It	Nike	
Because You're Worth It		
I'm Loving it		
The Best a Man Can Get		
Life's Good		
Connecting People		
Have Taste a Break, have a ...		
Melts in Your Mouth, Melts in our Hands		
Taste the Rainbow		
... Gives You Wings		
It's Finger-Licking' Good		
Impossible is Nothing		
Obey Your Thirst		

HERE ARE THE ANSWERS

## TASK 2

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English Slogan	Brand Name	Ukrainian Equivalent
Think Different	Apple	«Думай по-іншому»
Open Happiness	Coca-Cola	“Відкривай щастя”
Just Do It	Nike	«Просто роби це!»
Because You're Worth It	Loreal	“Адже ти цього варта”
I'm Loving it	McDonalds	Я це люблю
The Best a Man Can Got	Gillette	Найкраще для чоловіків
Life's Good	LG	Життя чудове
Connecting People	Nokia	Об'єднуючи людей
Have Taste a Break, have a ...	Kitkat	Маєш перерву, маєш кіткат
Melts in Your Mouth, Melts in our Hands	M and Ms	тануть у роті, а не в руках
Taste the Rainbow	Skittles	спробуй веселку
... Gives You Wings	Red Bull	надає крила
It's Finger-Licking' Good	KFC	"Пальчики оближеш"
Impossible is Nothing	Adidas	«Неможливе можливо»
Obey Your Thirst	Sprite	«Підкорись своїй спразі!»



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## TASK 3.

# ADVERTISING VOCABULARY

a. Match the keywords of the advertisement with their definitions.

Word	Definition
Art work	a short easily remembered phrase, especially one used to advertise an idea or a product
Body copy	a line of words printed in large letters as the title of a story or advertisement
Slogan	illustrations, photographs, or other non-textual material prepared for inclusion in publication
Logo	the main part of a piece of writing such as an advertisement or article, not including the headline, logo, etc.
Headline	a design or symbol used by a company to advertise its products

b. Label the photo using the terms above..

Five empty boxes on the left are connected by lines to specific elements in the advertisement:

- Box 1: Points to the Golden Arches logo.
- Box 2: Points to the slogan "i'm lovin' it".
- Box 3: Points to the headline "THE ANGUS THIRD POUNDER...GET YOURS TODAY!".
- Box 4: Points to the Angus Third Pounder burgers.
- Box 5: Points to the Chicken Sandwich.

## TASK 3.

# ADVERTISING VOCABULARY

a. Match the keywords of the advertisement with their definitions.

Word	Definition
Art work	a short easily remembered phrase, especially one used to advertise an idea or a product <b>slogan</b>
Body copy	a line of words printed in large letters as the title of a story or advertisement <b>headline</b>
Slogan	illustrations, photographs, or other non-textual material prepared for inclusion in publication <b>artwork</b>
Logo	the main part of a piece of writing such as an advertisement or article, not including the headline, logo, etc. <b>body copy</b>
Headline	a design or symbol used by a company to advertise its products <b>logo</b>

b. Label the photo using the terms above..

logo

slogan

headline

artwork

body copy

# Task 4.

## TYPES OF ADS

Scan the code and identify the type of ad:

- commercial
- social
- political

Discuss the audience, purpose and message of these adverts.  
What are their characteristic features?



01



02



03



04



05



06





## HOMETASK VARIATION

# COMMERCIAL PROMOTION

*Ask students to present their commercials to the class and ask other groups to spot the techniques they used. Use the plan below. Rank presented commercials from the best appealing to the worst. Discuss the “catchy fragments” and failures in presenting .*

When is your product available?

Who is your target (age, gender...)?

Where can it be purchased?

How will you advertise?  
Which mediums will you use?

Why do people need your product?

Why is it better than  
the competitor's?

What is  
your product?



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**BRAIN IDEA**  
sample text edit here

stock®

VectorStock

**ENDING  
LESSON WITH**



# Reflection

*Answer the questions:*

- 1. Things I Learned*
- 2. Things I Found Interesting*
- 3. Questions I Still Have*



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**ЗАПРОШУЄМО ДО СПІВПРАЦІ !**