

TOY ADVERTISING

1 Match the following words with their definition:

1. Catchy tune ___
2. Persuade ___
3. Advertisement ___
4. Brand ___
5. Target audience ___
6. Publicity ___
7. Slogan ___
8. Attract ___
9. Profit ___
10. Media ___
11. Popular ___

- a) the particular group of people to which an advertisement, a product, a website or a television or radio programme is directed
- b) a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.
- c) to make someone do or believe something by giving them a good reason to do it or by talking to that person and making them believe it
- d) the activity of making certain that someone or something attracts a lot of interest or attention from many people, or the attention received as a result of this activity
- e) (of people, things, places, etc.) to pull or draw someone or something towards them, by the qualities they have, especially good ones
- f) a short easily remembered phrase, especially one used to advertise an idea or a product
- g) money that is earned in trade or business after paying the costs of producing and selling goods and services
- h) a pleasing and easy tune to remember
- i) a type of product made by a particular company
- j) the internet, newspapers, magazines, television, etc., considered as a group
- k) liked, enjoyed, or supported by many people

2 Look at the following pictures about different advertisements and discuss the questions below:

A

THE LITTLE SCHOLAR
Your future starts here.
Shirts + graphic tees = genius idea.
HIS T-SHIRTS >
HIS TROUSERS >

THE SOCIAL BUTTERFLY
Chambray shirts + logo sweaters
are the talk of the playground.
HER LOGO STYLES >
HER TROUSERS >

B

once upon a time...

Belle & Cinderella are all ready to go to the ball when...
Disney dress up >

Spiderman flew in from out of nowhere!
Spiderman >

"watch out Spiderman is super fast!" said the Wise Wizard
Harry Potter >

but it was too late! Brianna the Ballerina had a tumble!
Ballerina > uh-oh!

hooray!
Danny the Doctor is here to save the day
Doctor >

with his medical case, he made something...

C



- a) What do you think is the target audience in these three advertisements? Explain your reasons for your choice.
- b) What do these images say about the behaviour or likes and dislikes of girls and boys?
- c) What are the females and males doing? Are they active? Are they in powerful positions? What colours are chosen in the ads?
- d) Can you identify the slogan in any of them? Explain it.
- e) Can you identify the brand in any of them? Do you like these brands? Can you name other brands you know?
- f) How do you feel about the different ways these ads portray female and male characters? Do you feel these representations reflect your reality? Why (not)?

3 Watch the videos below and answer the questions:

➤ The following video can make you reflect about the way publicity sometimes encourages us to follow stereotypes. Watch the video and answer the questions below.

- <https://https://www.youtube.com/watch?v=aTvGSstKd5Y>

- a) What is the meaning of the expression "Gender stereotypes"?
- b) How can these stereotypes influence our preferences?
- c) Name the main career paths that women and men follow.

- <https://www.youtube.com/watch?v=aTvGSstKd5Y>

d) Write some of the gender stereotypes that these boys explain.

<i>BOYS</i>	<i>GIRLS</i>

- 4 Design an advertisement about a non-sexist toy. You can do it digitally or you can draw it. You should think of the age of the target audience and include a catchy slogan in order to persuade people to buy it.



Speaking: Present your toy to your classmates. Use modal verbs to explain the characteristics of it and to encourage them to buy it.