

TOY ADVERTISING

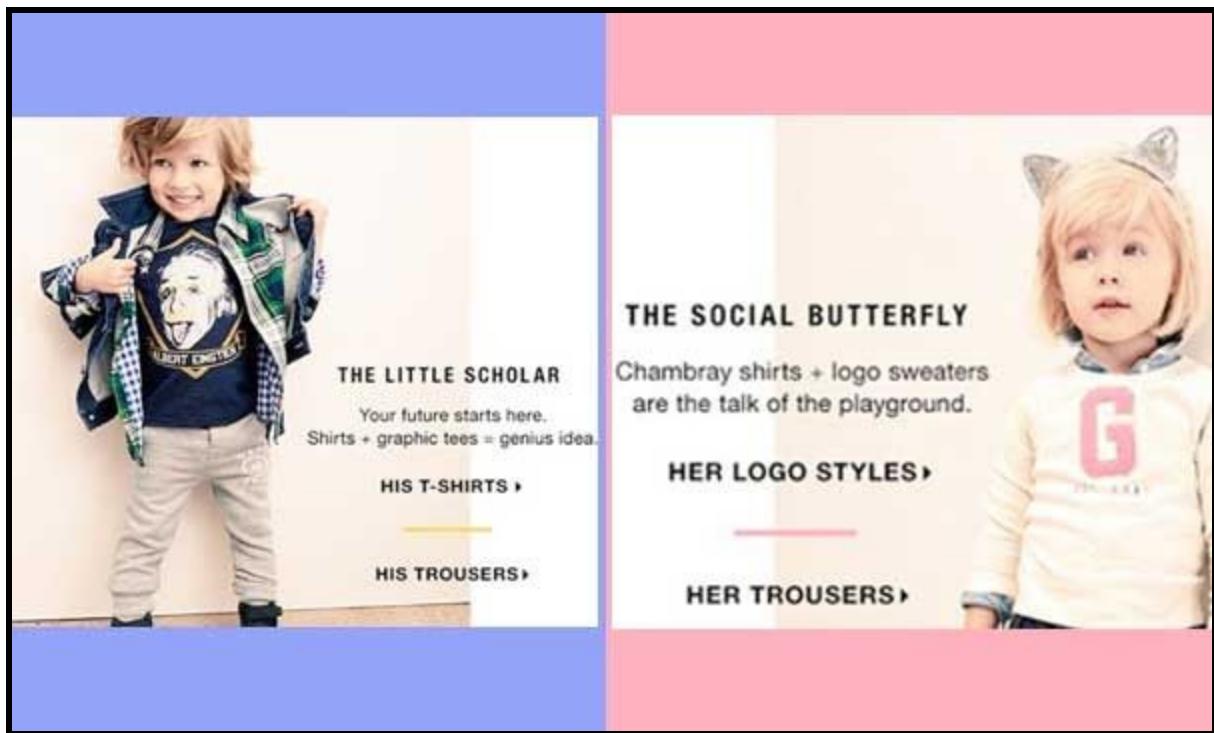
1 Match the following words with their definition:

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



B



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://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.