

Intermediate 1 (1 - 1)
Advertisement
Article 12



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Buy Our Products and You'll Be Happy

We live in a world of advertisements. Ads are everywhere from TV to subways, even on buildings and highways. **The purpose of this discussion is to find out** what effects and influence ads have on our lives. **First of all, let's discuss** the different types of ads before moving on to their effectiveness. In Korea, there are typical ads like those on TV and in newspaper and magazines, but recently there have been an increase in **banner ads** on the Internet, signs on buildings, highway billboards, and sticker ads. No matter where we go, we are influenced by the ads we see. If you've been watching movies lately, you can even see **subtle** advertising they do for certain products through signs in the background or stars using these products. This plastering of advertisements can create **eyesores**, but without ads, capitalism would not work.

- Master Discussion -

Let's Talk !

1. What would our lives be like without ads?
2. There are many banner ads on the Internet. Do you pay much attention to them?
3. Have you ever felt impulse to buy something you didn't need because of an advertising you saw?
4. What do you think about the inappropriateness of certain ads with too much sexual or violent contents.
5. If you watch TV or listen to the radio, advertisers use music to influence the consumers. How effective are the jingles we hear on TV and radio advertisements?



mobile billboard

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