



week



learning tools

song

Salesman
Stan Ridgway

movie

Tin Men
*(Starring Danny
Devito and Richard
Dreyfuss)*

website

Adbusters
<http://www.adbusters.org/home/>

key vocabulary

- Product
- Specialize
- Fit
- Effective
- Advertisement
- Demonstration
- Manipulate
- Humor
- Ego
- Romance
- Chemical
- Control
- Situation
- Persuade
- Technique
- Station

key idioms and slang

- emotional appeal
- attention grabber
- your worst nightmare
- threw me off
- target market
- drives her crazy
- peace of mind
- figure it out

key structure

Imperatives
Taste one of our new burgers today.

conversation starters

- What makes you remember a TV ad?
- Have you ever bought a product because you liked the ad?
- What things do you dislike about TV ads?
- How do you think TV ads try to appeal to emotions?
- Tell me about an ad slogan you remember from your childhood.