



## ADVERTS SPEAK...

- ✓ Students think about how advertisements are responsive to local cultures, and how multicultural companies present their products to different audiences.
- ✓ The goal is to give students the opportunity to describe advertisements and learn to read them critically.
- ✓ Level should be at least intermediate.
- ✓ As homework prior to the class, students are asked to collect examples of adverts from magazines and/or websites ideally from different parts of the world or aiming at audiences from different parts of the world.
- ✓ Teacher explains that students are going to look at how products are advertised in different cultures. Students should think of advertisements they have seen for popular international products, such as:
  - A soft drink
  - A fast-food restaurant
  - A car
  - A brand of cosmetics, etc.
- ✓ Teacher leads the class in brainstorming the ways in which each product creates a distinctive image, for instance by using:
  - particular groups of people such as young people, families, etc.
  - memorable slogans also in another language

- music or catchy songs
- particular locations such as exotic landscapes
- animation
- ✓ Then, teacher asks students to think of a product of a more regional origin, such as a local drink, delicacy, craft, etc. Is this advertised on TV or in press? How's the image created? How would the students create a TV advert to promote it?
- ✓ Students are asked to describe a chosen advertisement. Teacher instructs students to look on the Internet for examples of products advertised in different parts of the world, as well as national and local press. This could be homework or in class online search assignment.
- ✓ Once the students have collected the adverts, teacher puts them in groups and asks them to discuss how the product is presented.

Questions to consider might be:

- What visuals are used?
- What languages are used?
- What kind of audience is targeted?
- Does the advert show consumers? If so, what's their ethnicity, gender, etc.?
- Is the product shown as ordinary or luxury?
- Is the audience different according to the region where the product is advertised?
- Do different adverts use different languages or is the product always associated with the same language?

- ✓ Finally, teacher asks students in their designated groups to choose a product that they wish to design an advert for. They should consider the following points:
  - What visuals will you use to promote the product? (Groups might use internet search engines to find useful images.)
  - How could you promote the product to the local audience?
  - Would you change the product image to promote the product to people in other regions, e.g. Europe, North or South America, the Middle East, Africa, Asia, etc.?
  - Would you change the product image for different parts of the same country? (major cities, different states, etc.)
- ✓ Each group presents their advert to the rest of the class paying special attention to explaining how and why their advertising strategies for different markets would vary.