



At the end of the lesson, the student will be able to:

* talk about the influence of advertisements on spending habits of consumers and give any advantages and disadvantages of advertising.



Read the Passage

Advertising has powerful effect over the spending habits of consumers nowadays. If you roam around shopping malls, people are running to get the latest trend in the world of fashion. Women, to be specific are more inclined to buy goods because of a name brand. It seems to be the main impetus instead of the quality. In the light of advertising, their role is to sell in massive quantities. They have all the skills in the world to make the product appealing. Sometimes the advertisement is an exaggeration and a picture of legalized creative lying.



Completing Ideas:

* Connect the clauses to form a sentence.

1. A. I'm trying to
B. But this sweater may
C. Oh, well, that's what

1. > credit cards are for.
> watch my spending.
> never be this cheap again!

2. A. If only I could
B. I guess I'll have to wait until
C. In the meantime, I'll try

2. > afford this killer dress.
> to save up money.
> it's on sale.

3. A. This style is really
B. It's the
C. I know I'm just paying
D. But it's me. I've just

3. > got to have one.
> in this year.
> latest thing.
> for the designer's name.

Let's Talk



1. As a buyer are you influenced by advertisement? Why or Why not?
2. They said advertisement is a legalized creative lying. Do you agree or disagree?
3. Are you more into name brand or quality?