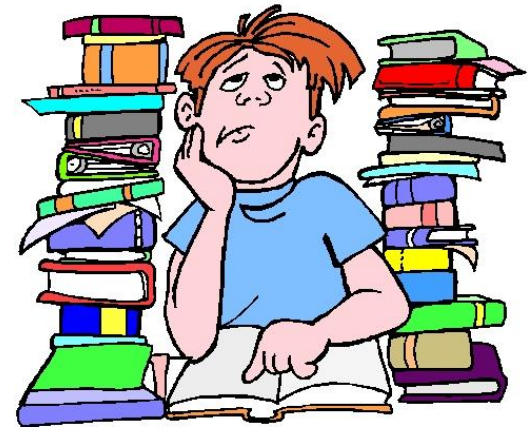


Revision Document

Secondary II

ESSM

April 2011



ADDICTED TO ADS

1- Where do we see ads?

- T.V.
- Radio
- Newspaper
- Internet
- Bus Shelter
- Public places
- Cinema
- Magazines
- Billboards
- Clothes

2- Target Audiences... For who?

- Kids
- Athletes
- Parents
- Men
- Women
- Animal owners
- Teens
- Businessmen
- Drivers
- for everybody



ADDICTED TO ADS

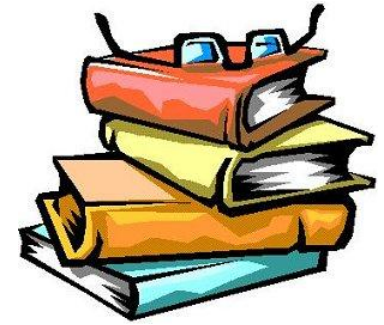
3- Techniques... How?

- statistics
- scientists
- Nostalgia
- Appeal to senses
- Luxury items
- Before / after
- Celebrities / fame
- humor
- slogan
- logo
- Everyone else is doing it (cool)
- cartoon characters
- beautiful / perfect people
- facts / proof
- etc.

For more information on ads, see your "Addicted to Ads" LES.



STUDY GUIDE



Simple Past

[Grammar Power 8: Simple Past](#)

[Simple Past Online Exercises](#)

Plural Nouns

[Grammar Power 6: Plural of Nouns](#)

[Plural of nouns exercises + answers](#)

Advertisement Vocabulary

[Advertisement Vocabulary](#)