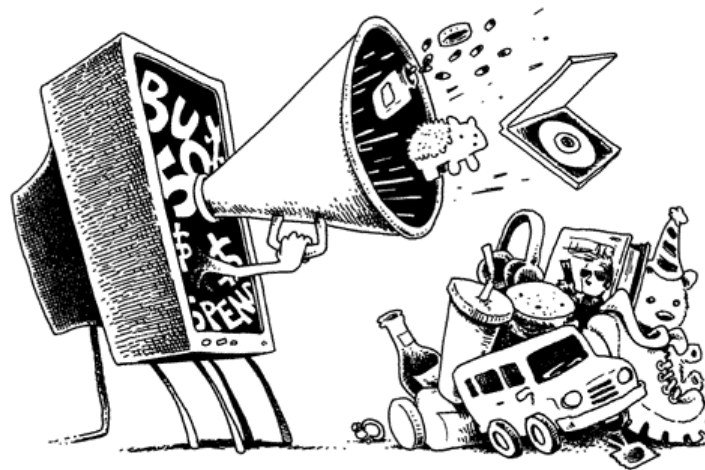


COMMERCIALS



Commercials

- Do you like TV?
- How many hours a day do you watch TV?
- What's your favourite programme?
- Do you think there are too many commercials on TV?



Commercials

- Do you like commercials?
- What's their aim?
- What's your favourite commercial?



Commercials

- The world of advertising has very specific demands. Although the best commercials tell stories of sorts, the main aim is to promote a product either through demonstration or by association with a 'feeling'. Because the product is often seen repeatedly and perhaps close up, the finish required leaves no room for compromise.



Commercials

- Make a list of some products that commercials can advertise.

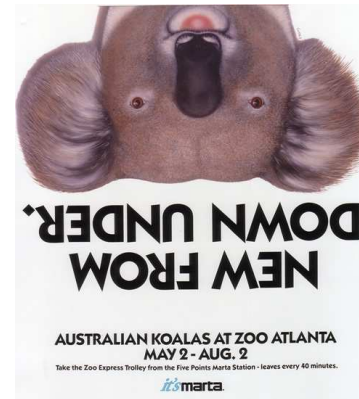


cars	



Commercials

- Imagine these pictures have been taken from TV. Which products do you think they advertise?



Commercials

- Many commercials have three basic elements:

The PROBLEM

The PRODUCT

The SOLUTION





Commercials

- Now you're going to watch a TV commercial. Write about the problem, the product and the solution:

<i>The PROBLEM</i>	<i>The PRODUCT</i>	<i>The SOLUTION</i>