

Unit 9: It's all about advertising

1 Language: effects and influences, image and qualities

Match the words with their definitions.

- | | |
|------------------|--|
| 1 roadblock | a have a very strong feeling of wanting something |
| 2 embrace | b accept something enthusiastically |
| 3 embark | c improve the quality, amount, or strength of something |
| 4 groundbreaking | d start something new or important |
| 5 crave | e make a process in a factory or office operate by machines or computers |
| 6 compelling | f a quality of something that is not easy to notice but may be important |
| 7 unleash | g very exciting and interesting |
| 8 nuance | h release a violent force that cannot be controlled |
| 9 enhance | i anything that stops progress |
| 10 automate | j very new and a big change from other things of its type |

2 Read the adverts below and answer the questions.

A

Introducing ChatGPT: Unleash the Power of AI Conversations!

Are you ready to experience the future of intelligent conversation? Look no further than ChatGPT – the cutting-edge AI language model that will revolutionise the way you interact with technology! Powered by OpenAI's groundbreaking GPT-3.5 architecture, ChatGPT is the pinnacle of language understanding and communication. Seamlessly engaging, it comprehends context and nuances, delivering responses that mirror human-like interactions. From brainstorming creative ideas to solving complex problems, ChatGPT is your ultimate virtual collaborator. Whether you're a professional seeking productivity enhancement or simply craving stimulating chats, ChatGPT is the perfect companion! Unlock the potential of AI-generated content for writing, programming, and more. Enhance customer support, automate responses, and improve user experience across various industries. Embrace the AI revolution! Subscribe now and be part of the future with ChatGPT – Your Gateway to Intelligent Conversations!

B

ChatGPT: Elevate Your University Experience with AI-Powered Brilliance!

Attention, university students! Step into the future of academic excellence with ChatGPT, the state-of-the-art AI language model designed to be your ultimate study companion. Tired of hitting roadblocks while writing essays or tackling complex research projects? ChatGPT is here to rescue you! This award-winning, cutting-edge tool empowers you to boost your productivity and creativity to new heights. From formulating compelling arguments to refining your writing style, ChatGPT is the must-have aid you've been searching for. Never struggle with a blank page again! Dive into a wealth of ready-to-use knowledge and inspiration, spanning various subjects and disciplines. With ChatGPT's can-do attitude, you can seek expert explanations and receive step-by-step how-to guides for challenging concepts. Ace your exams with confidence as ChatGPT provides on-point solutions to practice questions and problems. Embrace a once-in-a-lifetime opportunity to collaborate with an AI that adapts to your learning style and constantly improves. Don't miss out on the transformative power of ChatGPT. Subscribe now and embark on an extraordinary journey of academic success! Elevate your university experience with ChatGPT today!

- | | |
|--|---|
| 1 Who is the target audience of each text? | 4 What kind of expression is used in B quite frequently? Which ones are used in A, which ones in B? |
| 2 What can ChatGPT do for readers of A, what for readers of B? | 5 Find one structure in each text that appeals to the reader's emotions. |
| 3 Why should readers of A sign up, why readers of B? | |

3 Reading: Learn from the most persuasive adverts

Read the article about advertising strategies from exercise 26, page 122 again. Match the beginnings of the sentences (1–5) with the sentence endings (A–H). There are two extra parts that you should not use. Write your answers in the boxes provided. The first one (0) has been done for you.

0	The mastery of persuasion can be achieved by ____ .
1	The repeat-break plot structure ____ .
2	Metaphors should ____ .
3	Errors and the resulting learning experience ____ .
4	Brainteasers and riddles ____ .
5	A decoy makes your preferred option ____ .

0	D
1	
2	
3	
4	
5	

A	seem even more appealing
B	has its origins in storytelling
C	is sometimes used in folk tales and jokes
D	implementing successful advertising strategies in business and private life
E	can be especially persuasive in work-related conversations
F	are often used among politicians
G	offer satisfaction to whoever solves them
H	refer to the same images throughout the discussion

4 Writing

Influencing Gen Z's purchasing decisions

You work as an intern at an advertising agency and are responsible for writing weekly blog posts for the company's website on various subjects. This week the focus is on the target group of Gen Z. Your boss has asked you to write a blog post in which you:

- summarise who Generation Z is and where their purchasing power lies
- analyse the advertising strategies used to best reach this target group
- speculate on the future of traditional marketing strategies

Write around 250 words.

Key

exercise 1

1 i, 2 b, 3 d, 4 j, 5 a, 6 g, 7 h, 8 f, 9 c, 10 e

exercise 2

1 **A:** People interested in AI and computers. **B:** University students.

2 **A:** revolutionise interaction with technology, understand language in its context, deliver human-like responses, be a virtual collaborator, be used for writing, programming, etc. , automate tasks, improve user experience.

B: be a study companion, help to write essays, boost productivity and creativity, find good arguments, improve writing style, be used in various disciplines, provide solutions to problems, help pass exams, adapt to learning style

3 **A:** to be part of the future **B:** academic success, elevation of university experience

4 Multi-word expressions

A: cutting-edge, human-like

B: state-of-the-art, cutting-edge, must-have, ready-to-use, can-do, step-by-step, how-to

exercise 3, Reading: Learn from the most persuasive adverts

1 B, 2 H, 3 E, 4 G, 5 A