



ACTIVITAT DE COMPRENSIÓ ORAL - ANUNCIS

Do commercials advertise certain products depending on the time of day and the audience they are targeting? Name a couple of the products you expect to be advertised at the following times:

Breakfast

Lunch

Prime time

Choose four of the most popular commercials and discuss amongst yourselves the reasons why they are popular.

Before watching a video with eight recorded commercials for the products below, try to imagine the setting and the person doing the advertising. Note down your comments in the second and third column.

commercial	person	setting	differences
washing powder car beer perfume toothpaste medicine grass mower zoo	housewife	kitchen	

Watch the commercials and take note of the differences between your expectations and the actual film. Fill in the column provided. (**differences**).

Watch again for commercial slogans and enter them in the box below.

commercial	slogan
washing powder car beer perfume toothpaste medicine grass mower zoo	

If you are interested in further intensive listening practice, come to the self access centre and watch the recordings again while working with the worksheets provided. We have a large selection of TV commercials to choose from.