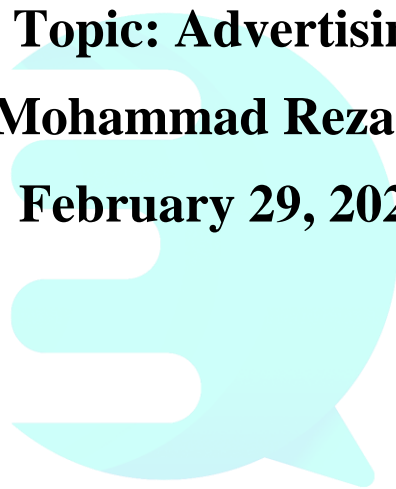


Online Discussion

Topic: Advertising

Instructor: Mohammad Reza Amouhosseini

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Mohammad Reza Amouhosseini

English Instructor, Translator and Interpreter

1. How would you define advertising? Is advertising a good or bad thing?

Advertisement: ad

To advertise

Advert

Attracts people's attention

To attract interest

Misleading

Consumers

To consume

Business

To promote

To endorse

To persuade consumers

To manipulate people

Installment

To apply a loan

To aim

Advertisements

Commercial

Billboard

Pop-ups

Broadcasting

Purchase

We are surrounded by so many ads

When we are exposed to ads

Company

Industry

These people

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2. What factors are essential in making a good advertisement?

It must be funny

Creativity

Not only is it an advertisement, but also

Using attractive colors

Interesting sounds, pictures, videos

Motto

Literature

Eye-catching

I **Come across with** some individuals

To play a significant role

Rule: regulation: law

Angle of the camera

Competitive adj

To compete verb

Successful

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3. What are the purposes of advertising?

To convince people

To build a brand a reputation

Make more money

To make profit

To invest

To be different

Competition

Emotional connection

To increase people's awareness

Demand

Adequacy

Adequate

To prosper: to succeed

Primary objective

Primary: main

Objective: goal: end: ;purpose

4. Do you prefer advertisements on TV, in newspapers, on the radio, on the Internet or in the street?

To have potential to engage people

To attract

Media

Medium

Unknown

Another company

Draw

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