

ADVERTISING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) How would you define advertising?
- 2) Would you like to work in advertising?
- 3) Do you prefer advertisements on TV, in newspapers, on the radio, on the Internet or in the street?
- 4) Do you think advertising is an art?
- 5) Would you like there to be no ads on TV?
- 6) What do you think of the ads in other countries?
- 7) Have you ever placed an ad in the classified section of a newspaper?
- 8) Do you think advertising is a clever way of lying about products?
- 9) What products depend most on advertising?
- 10) What do you think of advertisements for language schools?

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STUDENT B's QUESTIONS (Do not show these to student A)

- 1) Is advertising a good or bad thing?
- 2) What factors are essential in making a good advertisement?
- 3) Do pop-up ads on the Internet bother you?
- 4) What adverts have you seen or heard that you particularly liked?
- 5) Do you think you are easily persuaded to buy things after seeing or hearing an ad?
- 6) Do you agree with an advertising ban on cigarettes?
- 7) What regulations should be applied to adverts to protect consumers?
- 8) What would the world be like without advertising?
- 9) Have you ever been angry about an advert?
- 10) Which companies produce the best ads?

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