

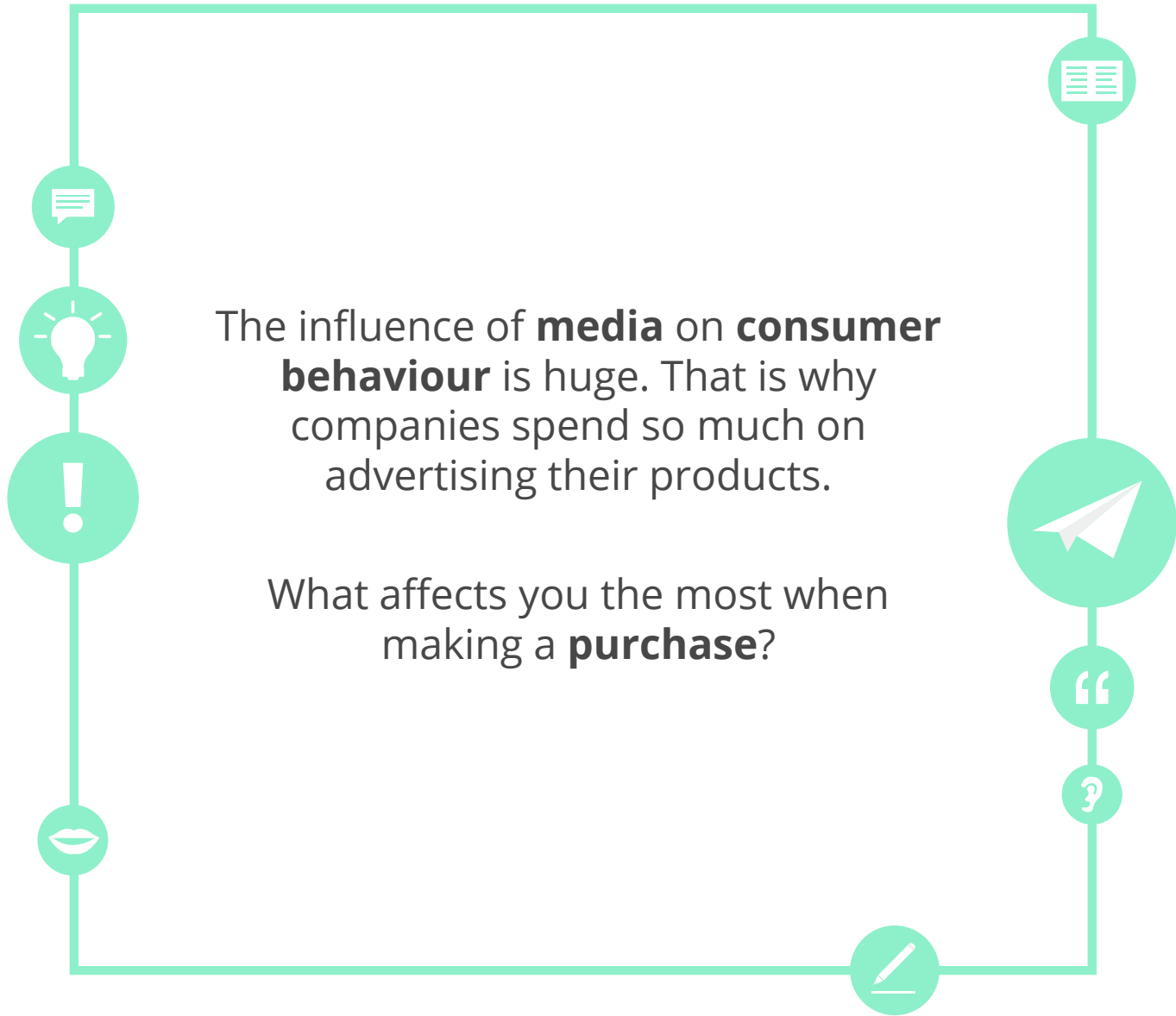




## Goals

- Can read, understand, and recall facts from a text about product placements.
- Can express straightforward ideas related to the media and consumerism.







Do you remember these words?

**purchase**

**consumer**

**encourage**

**influence**

**negative**

**growing**

**beneficial**

**dominant**

**crucial**

**powerful**





Do you remember these words?



The higher sales numbers were a result of increased **consumer** demand for electronics.

Her biggest **influence** as a child was a local musician.



The major problem of this tour bus is that people do not **purchase** a ticket.

The **growing** number of local cinemas was **beneficial** for the city's reputation in the art industry.





Do you remember these words?



My father always **encouraged** me to follow my dreams by supporting all of my hobbies.

Lack of tourists had a **negative** impact on the economy.



Survival is **crucial** for the **dominant** species.

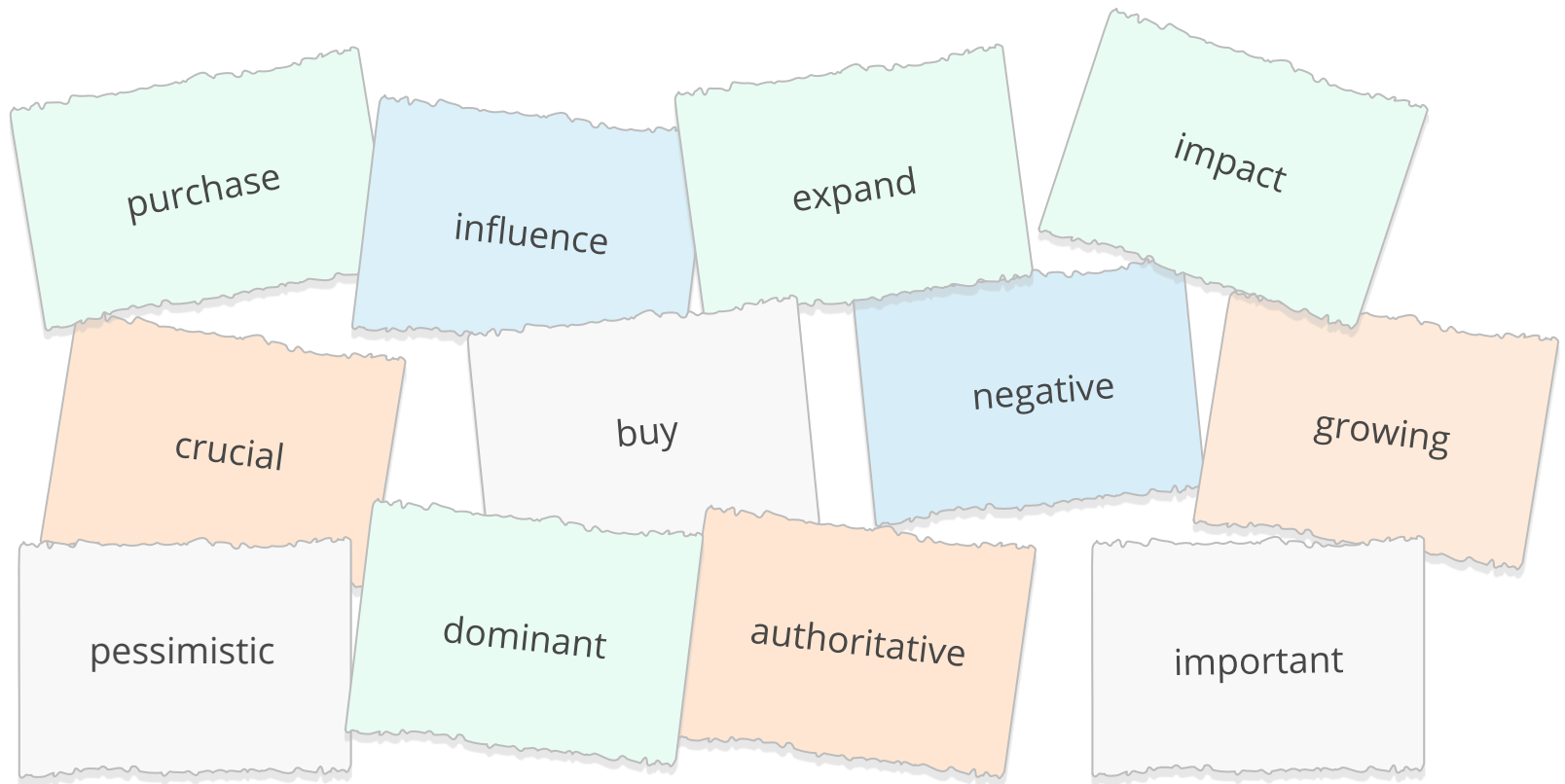
The storm was so **powerful** that it carried some cars two blocks away.





## Match with synonyms

These are some of the words we have reviewed in the previous slide.  
Studying synonyms will greatly expand your vocabulary.  
Find the correct synonym for each word.





## Find the antonyms

**Antonyms are words that are opposite in meaning to another.**

**For example: bad and good**

**Use your thesaurus to find at least two antonyms for each word below.**

1. Purchase

2. Encourage

3. Beneficial

4. Dominant

5. Influence

6. Negative

7. Crucial

8. Growing



## Consumer behaviour

Depending on your income, age, occupation and lifestyle, your purchasing behaviour differs.

What do you think influences consumerism the most and why?

- Flyers
- Radio ads
- Internet ads
- Social media reviews
- TV commercials
- Friend's recommendation
- My own research





## What kind of consumer are you?

**Have you ever asked yourself what kind of consumer you are? Do you think you are addicted to shopping and mindless splurging? Before reading the article about consumerism, answer the questions below and share your answers with your teacher.**

1. How often do you buy?

2. What do you prefer to buy? (accessories, sale items, everything, etc.)

3. You've just found the shoes of your dreams but they are not available in your size. What would you do?

4. You are invited to a wedding. Would you get a new outfit?

5. Where do you prefer going for your holidays?

6. Where do you usually get information about where to shop?



## The influence of media on consumerism

A new **version** of a phone has just been **released** but you recently **purchased** what is now the **previous** version. The newest version does not have that many **upgraded** features, but it does look a bit different. The previous version has the same camera, same memory but a slightly slower processor. Should you buy the new phone?

How many of us can say that we have found a **sudden urge** to want to purchase, **upgrade** or **replace** a product with no real **explanation**? Probably most of us! Why do we feel the need to buy products that we don't need or feel left behind if we don't have the latest and greatest? A big answer to that question is **modern consumerism**.





## The influence on media on consumerism

Until more recent times, our main sources of media were newspapers, **scheduled** news broadcasts on television, radio or magazines. Today, we have all of this plus the constantly **growing** world of social media. All of the websites and applications that allow anyone to create and share content is also now the best way to **market** to consumers. Complex **algorithms** learn your hobbies and interests as well as what you're into. This allows for **personalised advertisements** in whatever you may be mainly interested in. So, it's no coincidence when the flight ticket you were searching for just a few hours ago is now popping up as a banner on the right side of your browser.



Let's go shopping!



## The influence on media on consumerism

Also, unlike radio or television, social media advertising has allowed retailers and sellers to market **directly** to their target markets in a **more focused manner**. Some studies have even shown that 47% of millennials' purchasing choices are **influenced** by social media while 56% of consumers considering many products are influenced by social media. This means that businesses are putting a large amount of effort and money into target marketing.



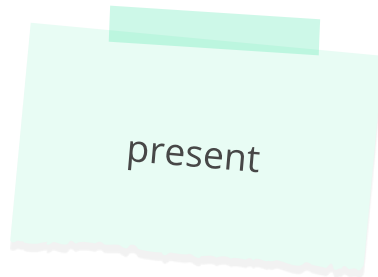
## The influence on media on consumerism

Media has **arguably** been the biggest influencer of consumerism for the past several years. Since so many people are spending more and more of their time consuming social media, **online influencers** have had a **growing impact** on the influence of buying decisions. With the focus on influential people, whether it is film stars, singers or athletes, many of their followers and fans want to know what these **influential people** are eating, wearing or doing. If a famous actress is seen wearing a certain designer bag, it's more likely that her fans will want to know more about what kind of bag it is. Some of those people will go on to purchase that item they would have otherwise never known about unless it was for social media.



## Compare back then and now

**How has people's behaviour towards making purchases changed?  
What influenced their choices in the past and how is it different from  
now?**



A vertical sheet of white paper with a blue binding edge on the left and horizontal lines for writing.



## Discussion

**How does social media affect our lives?**

**How does social media affect your behaviour as a consumer?**





## The influence of media on consumerism

When companies **strive** to **promote** their products **indirectly**, they use an advertising **technique** called **product placement**. This **non-traditional** yet **intentional** advertising **method** can be done through displaying their products in all sorts of media, including films and televisions. As mentioned, viewers, especially young teenagers, are greatly influenced by their favourite celebrities or role models on screen, companies hope that people take note of the products used by the characters and think more strongly about them.





## The influence of media on consumerism

Examples of product placement can be in the form of **verbal mentions**, actual use, **visual displays** and **set decoration** in the background. Although product manufacturers have to pay a **fortune** to get their products on TV shows, the **economic benefits** they make **offset the expense**. When was the last time you saw an item on your favourite show which encouraged you to make a purchase? Among many advertising strategies, using media is the cheapest and most effective in this **tech-savvy** society.



# Product placement

Some people consider product placement to be a negative and unethical thing.

What is your opinion on this?



1

Do you think product placement lowers the artistic value of a film?

2

Is product placement the best way of advertising products?

3

How does product placement influence consumers?



## Reading comprehension

What is the reason behind releasing new versions of a device?

How can social media personalise advertisements that we see on the webpage?

How do online influencers take advantage of influential people?

What is the definition of product placement?



## Targeting a specific market

Many businesses say that they would like to target anyone who may have an interest in their services. However, it is nearly impossible to invent an item that can target everyone. What are some effective ways to reach potential clients and generate business? What should you consider?



analysis of products

personal characteristics

competition

marketing strategies



## Listening

**Now, get ready for a listening activity.  
You will hear a story about a man named Clive.**





# Dictogloss

Your teacher is going to read to you.  
Write down what you hear them say.

A stack of lined paper with a faint globe watermark in the background. The paper has several horizontal lines for writing.



abc



Listen up!





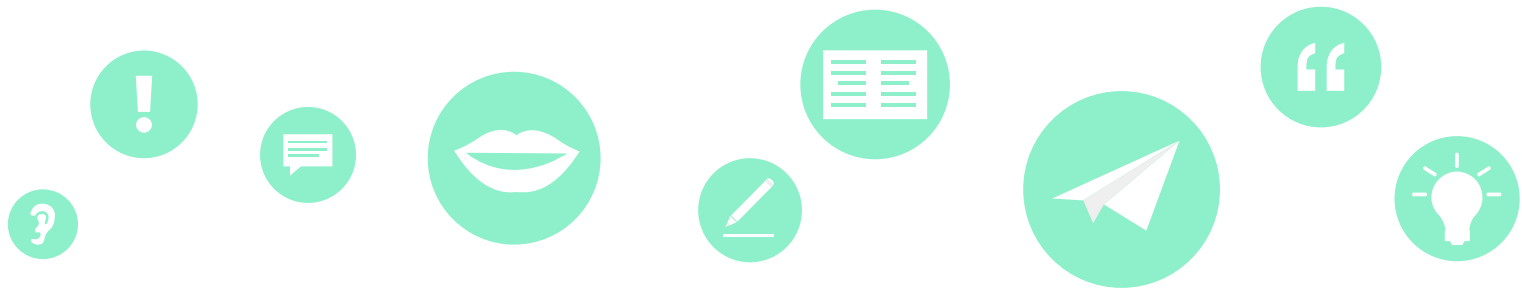
## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no



## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



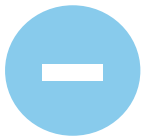
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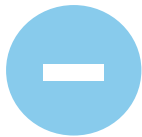
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\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_

If you have time, go over  
the most difficult slides again





## Answer key

1. sell, market, sale, 2. discourage, unsupportive, hinder, 3. disadvantageous, detrimental, 4. subservient, submissive, 5. impotent, powerlessness, 6. positive, affirmative, optimistic, 7. minor, unimportant, 8. shrink, decline, fail

### Activity p. 8

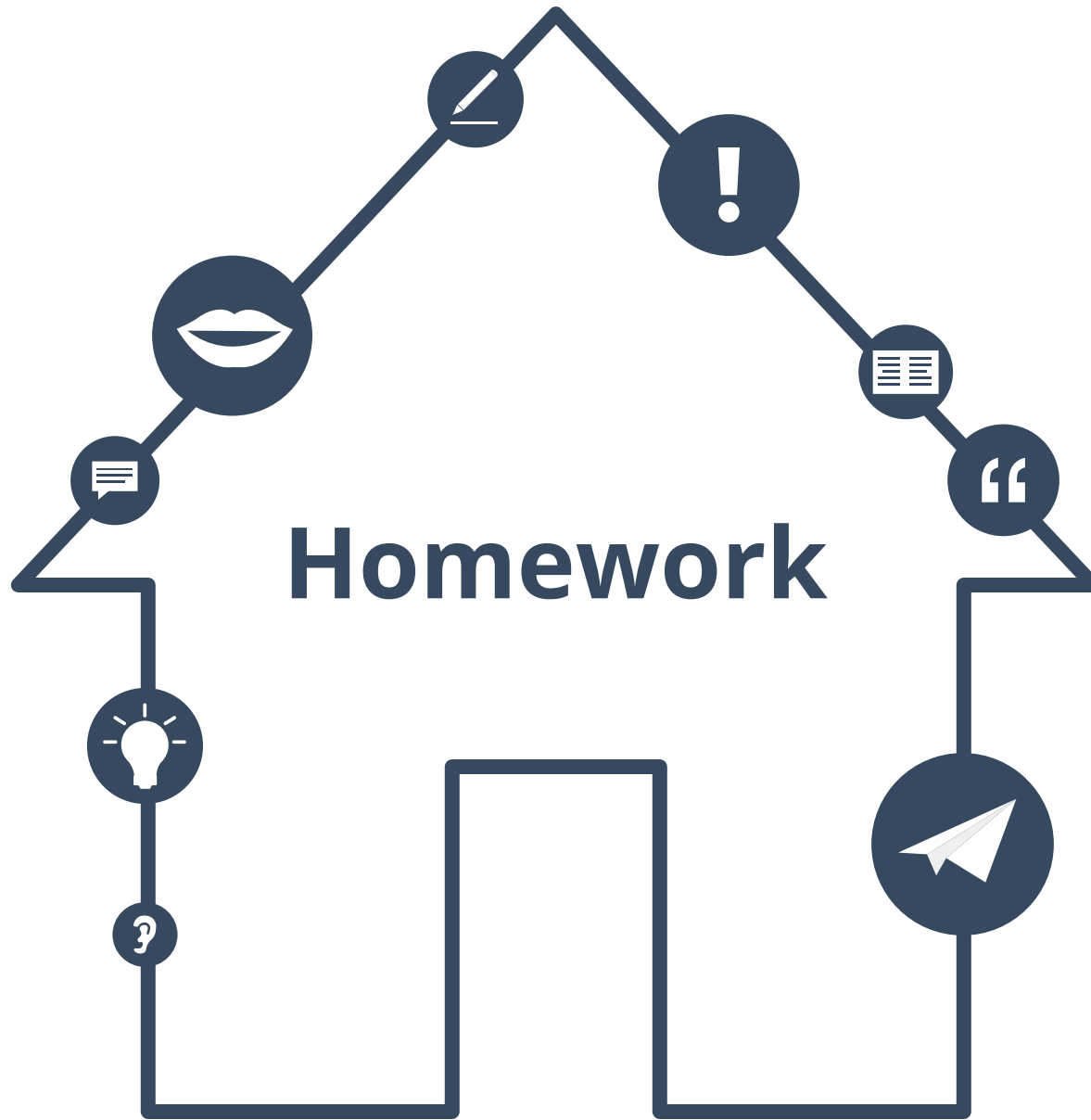
Purchase/buy, negative/pessimistic, crucial/important, dominant/authoritative, growing/expand, influence/impact

### Activity p. 7



## Transcription

Clive has recently taken an interest in wrist watches. He started buying just one watch and wearing it all of the time. Clive realised that there were so many different kinds of watches, like ones designed for pilots, divers or even race car drivers. Later on, Clive saw a film preview with one of his favourite action stars who also happened to be wearing the diver style watch he has been wanting lately. Clive opened a few of his social media apps to search for the action star and to make sure that the watch he wanted was indeed being worn by the star. He was so excited that he went online and searched for the watch and bought it within minutes. It might be one or two days until it arrives, but until then, Clive will be searching for all of the posts about that watch model on all of his favourite social media apps.





## Fill in the blanks

1. Lions are such a \_\_\_\_\_ predator that they are known as the king of the jungle.
2. The singer had a \_\_\_\_\_ fan base for at least ten years before he became famous.
3. Natural herbs have shown to carry many \_\_\_\_\_ effects.
4. The pianist had excellent \_\_\_\_\_, which is why she made it seem effortless.
5. It is \_\_\_\_\_ that you get plenty of rest after your surgery or you may not recover back to normal.
6. The angry man, who is normally quiet, was under the \_\_\_\_\_ of alcohol.
7. \_\_\_\_\_ figures in history were usually kings, queens or other royalty.
8. The patient was so happy when the test for the disease came back \_\_\_\_\_.
9. All people are \_\_\_\_\_ to leave a donation for the maintenance and upkeep of the historic site.

**crucial**

**influence**

**dominant**

**negative**

**growing**

**encouraged**

**beneficial**

**powerful**

**techniques**





## Homework answer key

**Activity p. 29**  
1. dominant, 2. growing, 3. beneficial, 4. techniques, 5. crucial, 6. influence, 7. powerful, 8. negative, 9. encouraged

