

A background image showing a business meeting in progress. Several people are seated around a wooden table, with one person's hands visible holding a pen and looking at a laptop. The laptop screen displays various business charts and graphs. A coffee cup is also on the table. A large teal overlay covers the left and bottom portions of the image, containing the title text.

NEW BUSINESS ENGLISH 6

Lesson 18

Advertising



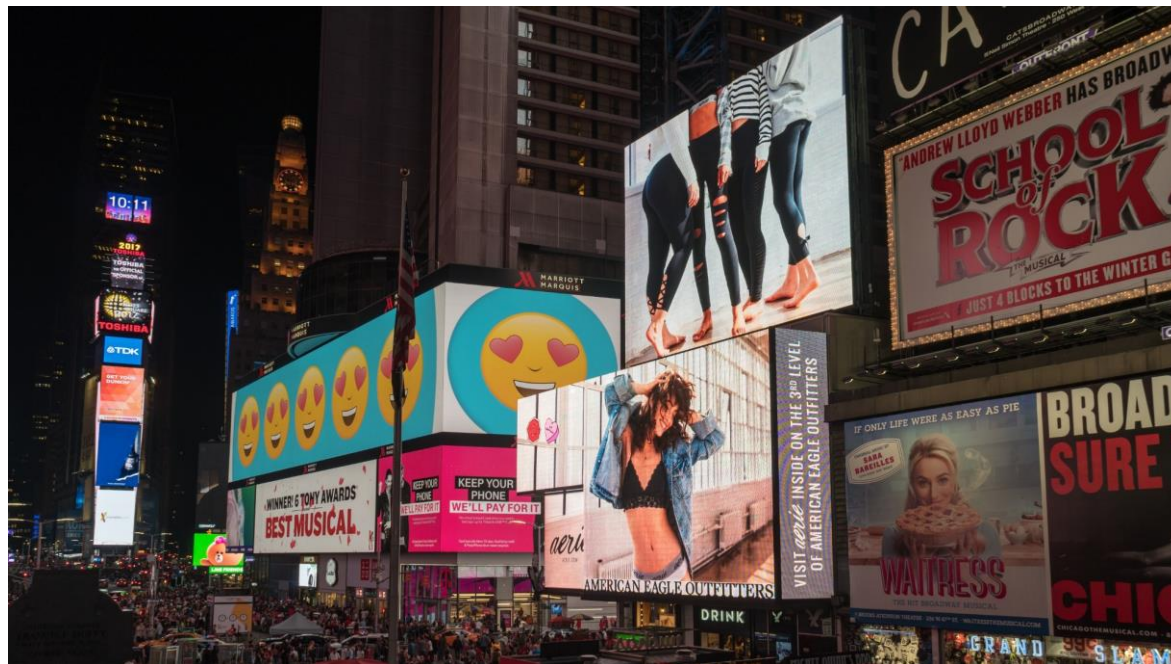
LEARNING GOALS

- ◆ Expressing Comparisons
- ◆ Types of Advertising Media: Traditional vs Digital



Warm-up

- ◆ What are the various places where we see advertisements?
- ◆ What is the importance of advertising in business?





The company has decided to promote its products using advertising media, and the staff is comparing different media channels.

Situational Dialogue

Listen to the audio.

Abby: Let's consider which **media channel** to choose. How do you like television advertising?

Bob: I don't think it's suitable. Compared to other media channels, television advertising is very expensive.

Abby: How about fashion magazines? An ad in a fashion magazine is not so expensive as television advertising, that is to say, it is **cost-effective**.

Bob: It is worth considering. Are there any other options?

Abby: What about online advertising? Young people prefer the internet to TV nowadays. Besides, online advertising has the highest media exposure, which can provide us with a large **audience reach**.

Bob: All right! Then we'll place an ad in a fashion magazine and on the internet.

Role-Play

Do a role-play and answer the questions.

Abby: Let's consider which media channel to choose. How do you like television advertising?

Bob: I don't think it's suitable. Compared to other media channels, television advertising is very expensive.

Abby: How about fashion magazines? An ad in a fashion magazine is not so expensive as television advertising, that is to say, it is cost-effective.

Bob: It is worth considering. Are there any other options?

Abby: What about online advertising? Young people prefer the internet to TV nowadays. Besides, online advertising has the highest media exposure, which can provide us with a large audience reach.

Bob: All right! Then we'll place an ad in a fashion magazine and on the internet.

Learning Goals

Learn the key expressions and sentence structures.

∴ Expressing Comparisons

- Compared to... (comparing two items or ideas)
- ... is/ are not so (adjective) as... (shows that something is not equal)
- ... (not) as...as (shows that something is equal/ unequal)
- ... likewise... (comparing two items or ideas)
- ... same as... (comparing two items or ideas)
- ... the (adjective)... (superlative degree)

Example sentences:

- Compared to direct selling, online advertising is effective due to its greater exposure.
- An ad in a fashion magazine is not as expensive as television advertising.
- Shopping for furniture is as expensive as shopping for home appliance products.

Learning Goals

∴ Types of Advertising Media



Traditional Advertising

expensive
reaches a wide audience
results are hard to measure
delayed results

...

- television
- radio
- newspaper
- magazine
- door-to-door sales
- printed ads

VS



Digital Advertising

cost-effective
large specific audience
measurable results
immediate results

...

- social media
- email
- video ads
- websites
- SEO
- affiliate marketing



1. Compare traditional advertising and digital advertising.

2. If you were to advertise a product, which advertising media would you prefer? Why?

Oral Practice

Scenario:

You are opening up a new outdoor restaurant in your town with a business partner. Compare the media channels suitable for your service and decide which one would be the most effective and practical.



∴ Key expressions to express comparison:

- *Compared to...*
- *...is/ are not so (adjective) as...*
- *...(not) as...as*
- *...likewise... (comparing two items or ideas)*
- *...the (adjective)...*

Overview

Keywords and expressions

media channel/ cost-effective / audience reach

Expressing comparisons:

Compared to...

... is/ are not so (adjective) as...

... as...as

... same as...

Types of Advertising Media:

Traditional Advertising (televisions, radio, newspapers, etc.)

Digital Advertising (social media, email, video ads, etc.)

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