



CAFÉ-DÉBAT AMERICAN CENTER

THÈME : **ADVERTISING - IS IT JUST A DISTORTION OF THE TRUTH?**

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PREVU LE : MARDI 7 FEVRIER 2012 : 19H00-20H30

A : AMERICAN CENTER D'AIX-EN-PROVENCE

QUESTIONS FOR DISCUSSION

1. Do you agree that all advertising aimed at children should be banned?
2. Is the advertising of unhealthy goods such as cigarettes and fast food immoral?
3. You cannot walk down the street, ride on a bus, watch television or read your email without seeing advertisements – people shouldn't have to be attacked by a huge quantity of information they might not want! Do you agree?
4. Many advertisements do more than just advertising products. Some try to make people feel inferior if they don't have the product. Do you agree that many young people have low self-esteem and lead unhealthy lifestyles because they feel they should be thinner and more attractive like the models they see in adverts?
5. Advertising gives an unfair advantage to big businesses. Small businesses might have better products, but they cannot afford to advertise them as well and so people don't find out about them. Is this an important point?
6. Advertising by political parties is unfair – should advertising and politics be mixed?

VOCABULARY

afford

billboard campaign

brand image

brand stretching

broadcast

celebrity endorsement

consumption

infomercial

misleading

online advertising

product placement

product range

public service advertising

target group

READING MATERIAL

1. GOTCHA! ADS PUSH THE ENVELOPE
<http://money.cnn.com/2004/08/13/news/economy/weirdads/index.htm?cnn=yes>
2. CONCERN OVER FOOD CHILD MARKETING
<http://news.bbc.co.uk/1/hi/health/4486923.stm>

AUDIO/VIDEO MATERIAL

1. CANNABIS SIDE-EFFECTS HIGHLIGHTED IN MULTIMILLION-POUND 'TALK TO FRANK' AD
<http://www.guardian.co.uk/media/2009/feb/16/cannabis-talk-frank-ad>
2. WATCH DUFFY IN DIET COKE AD
<http://www.guardian.co.uk/media/video/2009/feb/18/duffy-diet-coke-ad>