



CAFÉ-DÉBAT

AMERICAN CENTER

THÈME : **DOES THE MEDIA HAVE YOUR ATTENTION? MARKETING & ADVERTISING**

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

A : AMERICAN CENTER DE MARSEILLE

QUESTIONS FOR DISCUSSION

1. What criteria make advertising effective?
2. What slogans or ad campaigns are well-known in France?
3. What celebrity endorsements are best known in France?
4. Are there marketing techniques you consider inappropriate?
5. Can we really know how much power the media has over our thinking?
6. What are the positive and negative influences of commercial advertising?

VOCABULARY

appeal
audience
air-brushed
billboard
bombarded
commercial
controversial

edgy
endorsement
flyer
information overload
junk mail
marketing
memorable

nudity
over-stimulate
placement
poster
publicity
shock
subliminal messages

READING MATERIAL

1. MEDIA & ADVERTISING

<http://www.globalissues.org/article/160/media-and-advertising>

2. TECHNIQUES, PART II

<http://library.thinkquest.org/17067/influence/nffeelings.html>

AUDIO/VIDEO MATERIAL

1. DOVE: EVOLUTION COMMERCIAL

http://www.metacafe.com/watch/yt-hibyAJOSW8U/dove_evolution_commercial_higher_quality/

2. DECONSTRUCTION: "CLOSET"

<http://library.thinkquest.org/17067/influence/nfdecon1.html>

3. TEST YOUR AWARENESS: DO THE TEST

<http://www.youtube.com/watch?v=Ahg6qcgoay4>