



CAFÉ-DÉBAT

AMERICAN CENTER

THÈME: **ARE YOU PERSUADED? MARKETING AND ADVERTISING**

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PREVU LE : JEUDI 16 FEVRIER 2012 : 19H00-20H30

A : AMERICAN CENTER DE MARSEILLE

QUESTIONS FOR DISCUSSION

1. What techniques make an advertisement effective?
2. What slogans or ad campaigns are well-known in France?
3. Which celebrities are currently used to endorse products in France?
4. Are there advertising techniques that you consider inappropriate?
5. How much do the media influence our thinking?
6. What is your reaction to the videos below?

VOCABULARY

audience

billboard

commercial

controversial

convincing

distraction

endorse

exploit

junk mail

launch

memorable

nudity

placement

poster

promote

publish

sex appeal

shock value

slogan

target

word-of-mouth

READING MATERIAL

1. ADVERTISING TECHNIQUES:

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

2. DECONSTRUCTING THE ADVERTISEMENT "CLOSET"

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

AUDIO/VIDEO MATERIAL

1. PSA: PUBLIC SERVICE ANNOUNCEMENT (US) "CLOSET" (VIDEO OF AD LOCATED BELOW IN THE VIDEO LINKS)

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

2. DOVE: EVOLUTION COMMERCIAL

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