

Unit 6 – Marketing & Advertising

B1 Oral Exam Task

Situation:

You must explain modern advertising to a group of students or customers.

Part 1 – Describe

Describe two ways advertising is different from the past.

Part 2 – Compare

Compare influencer advertising & TV/Radio advertising. Give at least two differences.

Part 3 – Give your opinion

Give your opinion: Is personalised advertising online a good idea or a bad idea? Say why and give at least one example to support your opinion.

Read text before you prepare your answer:

“Marketing and advertising help companies sell products. In the past, advertising was often on TV, radio, in newspapers, or on billboards. Today, advertising is also online. Many people see ads on social media, websites, and video platforms.

A big change is that online ads can be more personal. Companies can use information about what people search for or click on to show ads that match their interests. Some people like this because the ads feel useful. Other people worry about privacy and do not like companies collecting personal data.

Another popular type of advertising is influencer marketing. Influencers are people who have many followers online. They show products in videos or posts and sometimes say why they like them. This can feel more real than a TV advert, but it can be a problem if people do not know the influencer is paid.

Advertising also tries to influence feelings. For example, an advert might say “limited time offer” to make people buy quickly. Because advertising is everywhere, it is important for companies to be honest and for customers to think carefully before buying.”