

Which of the following words and phrases do you think characterize Katy Perry adequately?

rebellious

a role model

likeable

polite

Das passende Bild für diese Stelle findet  
sich unter  
[http://cp91279.biography.com/1000509261001/1000509261001\\_2051017820001\\_Bio-Biography-Katy-Perry-SF.jpg](http://cp91279.biography.com/1000509261001/1000509261001_2051017820001_Bio-Biography-Katy-Perry-SF.jpg)  
(last retrieved 9 June 2016)

a celebrity

an idol

provocative

attractive

old-  
fashioned

she breaks  
rules

shy

a heavy  
smoker

How advertisements work

1. Look at the advertisement for "PROActiv" (an anti-acne product). Then read the explanations and with a partner, discuss if you agree with the explanations or not. Refer to the picture.

By saying "I'm not polite", she breaks a rule and breaking rules is considered cool by many teenagers.

(Indem sie sagt "Ich bin nicht höflich" bricht sie eine Regel und das Brechen von Regeln finden viele Teenager cool.)

Many teenagers want to be rebellious and attractive.

(Viele Teenager wollen rebellisch und attraktiv sein.)

Katy Perry is attractive and when she says "I'm not polite", she is also rebellious.

This ad was designed for teenagers.

(Diese Werbung wurde für Teenager entworfen.)

The people who design ads often have a specific target group in mind.

(Die Leute, die Werbung entwerfen, haben häufig eine bestimmte Zielgruppe im Kopf.)

Advertisements or ads often show celebrities.  
(Werbung zeigt häufig Prominente.)

Das passende Bild für diese Stelle findet sich unter  
<http://www.windsorstar.com/technology/cms/binary/4099565.jpg?size=640x420>  
(last retrieved 9 June 2016)

Ads which are directed towards teenagers often show celebrities.  
(Werbung, die sich an Teenager richtet, zeigt häufig Prominente.)

Many teenagers regard celebrities as role models, as idols and they look up to them or identify with them.

(Viele Teenager betrachten Prominente als Vorbilder, als Idole und schauen zu ihnen auf oder identifizieren sich mit ihnen.)

Ads attract attention.  
Ads grab your attention.  
(Sie erregen Aufmerksamkeit)

Many ads grab your attention by showing a celebrity.

In many ads, the product itself or the brand isn't at the centre of attention.

(Häufig steht bei Werbung das Produkt selbst oder die Marke nicht im Zentrum der Aufmerksamkeit.)

2.1 Write down the English translations of the German words. You can find them in the texts above.

a) Prominente / Prominenter – celebrity

e) höflich – \_\_\_\_\_

b) Zielgruppe – \_\_\_\_\_

f) Vorbild – \_\_\_\_\_

c) Marke – \_\_\_\_\_

g) Aufmerksamkeit – \_\_\_\_\_

d) rebellisch – \_\_\_\_\_

h) Jugendliche – \_\_\_\_\_

OR

2.2 Unscramble the words below. All the words are taken from the texts above.

a) olre meodl – role model

e) argtet gprou – \_\_\_\_\_

b) doil – \_\_\_\_\_

f) erebioulls – \_\_\_\_\_

c) bardn – \_\_\_\_\_

g) gaereetn – \_\_\_\_\_

d) purocdt – \_\_\_\_\_

h) ttantnioe – \_\_\_\_\_

## vocabulary list – advertisements

3. Fill in the blank boxes, look at the worksheet How advertisements work when you need help.

word/phrase	example	German equivalent
target group		
to run an advertisement	<i>Because the advertisement was so successful, the company ran it for more than a year.</i>	eine Anzeige schalten
to place an advertisement	<i>The ad was placed in magazines for teenagers, because they were the target group.</i>	eine Anzeige platzieren
to design an advertisement / to design a campaign		eine Anzeige entwerfen / eine Anzeigenkampagne entwerfen
to attract attention	<i>His attention was attracted by a photo of David Beckham.</i>	
	<i>Celebrities are often used as attention grabbers.</i>	Die Aufmerksamkeit von jemandem erregen
	<i>It's normal for teenagers to be rebellious.</i>	rebellisch
to identify with		sich identifizieren mit
to look up to someone		zu jemandem aufschauen
		Vorbild
at the centre of attention		im Zentrum der Aufmerksamkeit
		höflich
to break a rule		
to persuade someone	<i>How do ads persuade people to buy something?</i>	jemanden überreden
to evoke feelings	<i>Ads often evoke positive feelings.</i>	Gefühle hervorrufen
I couldn't help it.	<i>I couldn't help laughing.</i>	Ich konnte nicht anders.
How on earth	<i>How on earth can people identify with a person they only know from the media?</i>	Wie um alles in der Welt

4. Decide which of the following statements are true. If you are not sure, read the texts above again.

- a) Most ads are designed by teenagers. *false*
- b) Many ads are designed to attract the attention of celebrities.
- c) Ads are designed by rebellious and attractive people.
- d) Products for teenagers are often advertised by celebrities.
- e) In many ads, the product or brand is at the centre of attention.
- f) Many teenagers are drawn towards products or brands which are advertised by celebrities.

5.1 The texts which are grouped around the advertisement for PROACTiv with Katy Perry explain **some** principles of advertising. There are other principles and techniques.

Look at the sentences below (a – d) and with a partner / in a group discuss if you agree with the statements or not. Find an example for each principle, you can also use the PROACTiv ad as an example.

- a) Successful ads create positive memories and feelings which influence our behaviour when we buy something.
- b) A successful ad makes you buy something that you don't need.
- c) If we see or hear about a product very often, we become familiar with it (werden vertraut damit) and we start to think positively about the product.
- d) In many ads the name of the product is repeated over and over again.

### THEN

5.2 Think of four advertisements that you remember and write down the names of the products/brands which they advertise. Then describe the ad to a partner, but don't mention the product/brand. Make him guess the product/brand.

- |          |          |
|----------|----------|
| a) _____ | c) _____ |
| b) _____ | d) _____ |

6. Write down why teenagers might want to buy PROACTiv after seeing the ad with Katy Perry.

Many teenagers have acne and they want to get rid of acne. When they see  
Katy Perry without acne, they might think it's because

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7. Write one post for each thread and refer to the posts that are already given.

**thread 1**

Braveheart ([braveheart@gmail.com](mailto:braveheart@gmail.com))

What do you think of this ad? I know, it's an ad for cigarettes, but I really like the picture and the idea of jumping into a pool completely dressed.

Das passende Bild für diese Stelle findet sich unter  
<http://stopmarlboro.org/content/wp-content/uploads/2013/11/Germany-2013-A-maybe-has-no-fun-why-quit.jpg>  
(last retrieved 9 June 2016)

samira ([samira@googlemail.com](mailto:samira@googlemail.com))

All the pools that I know have strict rules and you're not allowed to wear clothes in the water. The picture is unrealistic, isn't it?

Meeee ([meeee@gmail.com](mailto:meeee@gmail.com))

**thread 2**

QuestionMark (MarkS@gmx.net)

Can anyone help? I've seen this ad several times now and I just don't know how it works? How on earth does it persuade people to buy these cigarettes? Do they want me to identify with the person in the red pants?

Das passende Bild für diese Stelle findet sich unter  
[http://global.tobaccofreekids.org/content/what\\_we\\_do/industry\\_watch/slideshow\\_marlboro/image6\\_full.jpg](http://global.tobaccofreekids.org/content/what_we_do/industry_watch/slideshow_marlboro/image6_full.jpg)  
(last retrieved 9 June 2016)

Meeee ([meeee@gmail.com](mailto:meeee@gmail.com))

As far as I understand the ad, it is directed towards

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### thread 3

megan ([iammegan@googlemail.com](mailto:iammegan@googlemail.com))

Well-made advertisements are terrible. They grab your attention, make you smile, evoke feelings, either negative or positive, and that way people talk about the product that is advertised – even if it's not at the centre of attention in the ad. My entry in this blog serves as an example. I just couldn't help posting this picture. It's just amazing, I love this photo. And that's why I think ads like these should be forbidden. What do you think?

Das passende Bild für diese Stelle findet sich unter:

<http://www.oatridge.co.uk/nic/wp-content/uploads/2012/09/Marlboro-smoking-ad.jpg>

(last retrieved 9 June 2016)

Meeee ([meeee@gmail.com](mailto:meeee@gmail.com))

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### thread 4

JoeJr ([JoeFrazer@thefrazerfamily.com](mailto:JoeFrazer@thefrazerfamily.com))

I have read all the remarks on the ads for cigarettes and it seems to me that the ads are clearly directed at a young audience, at teenagers. But in Germany, they are not even allowed to smoke. And they are not allowed to buy cigarettes. So why does the company run these ads?

Meeee ([meeee@gmail.com](mailto:meeee@gmail.com))

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--- additional material --- Write an answer to each post (thread one, meeee; thread 2, meeee; thread 3, meeee; thread 4, meeee), then pass on the sheet to a classmate.

**thread 1**, answer to meeee's post

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**thread 2**, answer to meeee's post

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**thread 3**, answer to meeee's post

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**thread 4**, answer to meeee's post

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