**План-конспект урока английского языка по теме: «Types of Advertising»**

**Преподаватель: Халеева А. М.**

**Основной метод**

Технология коммуникативного обучения

**Тип урока**

Изучение нового материала по теме**: «Types of Advertising»**

**Цель урока**

Способствовать развитию коммуникативных и лексико-грамматических навыков по теме**: ««Types of Advertising»**

**Задачи:**

*Обучающие*

* культуре общения,
* умению понимать английскую речь.

*Воспитательные*

* воспитание уважения к сокбеседнику,
* умению работать в команде.

*Развивающие*

* развитие логического мышления, воображения, памяти,
* формирование мотивации к изучению английского языка.

*Образовательные*

* тренировка в аудировании, говорении (диалогическая и монологическая речь),
* активизация употребления страноведческой лексики в устной и письменной речи,
* практика в оформлении группового проекта с использованием компьютерных технологий.

**Средства обучения и оборудования**

* компьютер
* мультимедийный проектор
* аудиозапись

**Раздаточный материал**

1. листы с заданиями в формате А4

**ХОД УРОКА**

**I. Организационный момент и приветствие**

Good morning, students. I am glad to see you again. I hope you are fine. The topic of our lesson is **«Types of Advertising»**

**II. Речевая разминка**

1. What types of Advertising do you know?
2. What types of Advertising do you often meet?
3. What types of Advertising do you prefer? And why?

Студенты отвечают на поставленные вопросы по теме**: «Types of Advertising»**

**III. Активизация лексики по теме урока. Изучение тематической презентации**

**Vocabulary:**

**Read these words:**

**digital** **advertisings**

revenue

target

extent

via

intimation

interfere

covert advertising

wherein

[Product placement](https://www.marketing91.com/product-placement/)

Jingles

explosion

advent

**IV. Task 1. Write ten sentences using new words.**

**Task 2. Read and translate this text**

## Types of advertising

## 1) Online Advertising

Online **advertisings** or **digital** **advertisings** as a form in which the message is conveyed via the internet. For every website ads are a major source of revenue. **Advertising** online has become very popular in the last decade and has surpassed the expectations of most of the advertising experts. 60% revenue of [Google](https://www.marketing91.com/google-swot-analysis/) is generated from ads and the same goes for [Facebook](https://www.marketing91.com/marketing-strategy-facebook/).

Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time. In terms of [pricing](https://www.marketing91.com/pricing-strategies/) advertising online is very cheap compared to all other forms of advertising.

The major disadvantage of online advertising is at times [people](https://www.marketing91.com/people-marketing-mix/) do not click on the ads and the message does not reach the targeted audience. Also setting up online and requires technical expertise which may not be possible for everyone. **Digital** Advertising and Online Advertising is one of the fastest growing Type of Advertising.

Ads on [youtube](https://www.marketing91.com/marketing-mix-youtube/), [Facebook Ads](https://www.marketing91.com/how-to-create-your-first-e-commerce-facebook-ad/), Ads displayed on Google search results page are an example of Online Advertising.

### a) SMS advertising

SMS marketing is the major source of mobile advertising. Users are informed about the product or service in 160 or fewer characters. This was when the internet was not available on mobile phones. Once mobile phones got access to internet all internet advertising flowed to mobile and experts suggest that mobile advertising will be the only major advertising [strategy](https://www.marketing91.com/marketing-and-strategy-models-and-concepts/) for almost every company in near future.

The reach from mobile advertising is fast personalized and effective and just like online advertising it comes for a very little cost. The difference between online ads and mobile advertising is that online ads can be accessed from any device like computer or laptops, mobile advertising is only via mobile.

## 2) Television Ads

About a decade ago television was the most popular form of advertising. [Events](https://www.marketing91.com/event-marketing-brand-equity/) like the super bowl, [international](https://www.marketing91.com/international-marketing/) cricket games, Olympics where the top attractions for advertisers to advertise about their [products](https://www.marketing91.com/types-of-products/). To some extent, it still is effective for most advertisers but with the advent of online streaming of television on mobiles, marketers have now moved from television to online as their preferred advertising medium.

Another form of television and infomercial. An infomercial is a specially designed advertisement for information and awareness of the public. The term information comes from the combination of words information and commercial. Ads of almost all products are shown on television. Although it is costly, Television Ads are till date one of the best type of advertising and have the most fantastic reach for a large audience.

## 3) Ads in Theatres

The advertisements in movie theatres before all the movies start or during the intimation are called movie ads. These are one of the costliest forms of advertising since people cannot skip it change the [channel](https://www.marketing91.com/channel-levels-consumer-industrial-marketing-channels/) or move away. Many of the companies have started opting for movie ads since it ensures that the entire message reaches the audience and unlike online advertising, the audience cannot interfere till the advertisement is over. Movie ads are different from placement ads.

## 4) Product Placement

[Product placement](https://www.marketing91.com/product-placement/) is called covert advertising wherein a product is quietly embedded in the entertainment media. Most of the times there is no mention of the product although the audience sees the product. Movies are the major places where product placement is done.

They could be a few TV shows where product placement has been used but the [effectiveness](https://www.marketing91.com/efficiency-effectiveness/) is observed more in movies than TV shows.

Will Smith is seen playing with his [Converse](https://www.marketing91.com/marketing-mix-converse/) shoes in the movie I Robot.. In popular shows like Family Guy, humorous advertisements are placed all over the TV show like Red, [Sony](https://www.marketing91.com/marketing-mix-sony/), [Apple](https://www.marketing91.com/marketing-strategy-apple/), [Microsoft](https://www.marketing91.com/8-marketing-strategy-lessons-from-microsoft/), [Samsung](https://www.marketing91.com/swot-analysis-samsung/) and many more.

With so many people subscribing to Netflix and [Amazon](https://www.marketing91.com/marketing-strategy-of-amazon/) prime, Product placement is increasingly being used and is one of the popular Types of advertisement.

## 5) Radio

Radio advertisements are the ones that are broadcast it through radio waves and heard on radios all over the place. These mostly consist of audible advertisements or jingles. While some consider this to be an ineffective form of advertising there are still many followers listen to the radio every morning.

Advertisement for almost every product can be found on the radio. Every single feature and benefit of the product have to be explained on the radio, unlike other sources where the customer can see the product for inside.

## 6) Print

Printing is the slowly decreasing form of advertising. There were days before the evolution of television when printing was a major source of advertising and considered to be one of the most effective media. But since the explosion of television usage, print advertisements have taken a backseat.

The main disadvantage of print advertising is the shelf life of the ads is short . However, because its reach is solid, Print advertising is one of the most expensive and most effective types of advertising. Following are the few Print Types of Advertising:

### A) Magazine advertising

These are also known as periodical advertisements in which a weekly fortnightly or monthly magazine are used for advertising. Ads are printed in the corners or on the entire page of the magazine and sometimes even an extra page might be inserted simply for advertising. Ads are categorized and segregated according to the magazine category for example business magazines will feature ads from [Rolex](https://www.marketing91.com/marketing-mix-of-rolex/) watches, while entertainment magazines will feature ads from high branded apparels.

### B) Brochures or handouts

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

### C)  Newspaper

Newspapers display a huge number of ads in them, right from matrimonial services to job hunt, to the notifications and circulars from the Governments. Newspapers were the extremely popular form of advertising in the early 20th century and to some extent it still is. But with the advent of the Internet and [digital advertising](https://www.marketing91.com/what-is-digital-advertising-types-of-digital-advertising/) newspapers have moved to tablet pcs and that is where the advertisements are now being displayed.

## 7) Outdoor

Outdoor adv. consists of displaying large posters banners or hoardings with the advertisement. These are displayed on the side of the road, on the glass of large buildings, or on specifically targeted places that have huge inflow from the public. While earlier printed ads were used for [outdoor advertising](https://www.marketing91.com/outdoor-advertising/) recently, they have been replaced by digital boards. These boards display the advertising without the hassle of getting ads printed.

## 8) Global

Google advertising is more of a [strategy](https://www.marketing91.com/strategy/) that the type of advertising but some have classified these as a separate type of advertising. In Global Advertising, a single Ad runs throughout all the countries where the product is present, irrespective of the audience and their language. Apple ads are known to be the most effective global ads. They also are known for not endorsing any [celebrities](https://www.marketing91.com/celebrity-endorsement/) to promote the product. The ads are homogeneous and run through the entire world in the English.

## 9) Outdoor Blank Space Advertising

It is a newer form of advertising which ensures a large reach of audience. Occupying the empty spaces for advertisements is known as space advertising. Examples include the spaces of metros, buses, cabs, flight seats & movie theatre seats (where advertising is done on the removable seat covers) etc. Since a huge number of people use these facilities and they have a long shelf life, they have proved very effective.

## 10) Online E-mailers

While some have classified this under internet advertising E-mailers have gained a separate category owing to the fact of personalization. The emails sent from companies have a personalized message including a personalized greeting makes E-mailers more effective than most of the forms of advertising. Companies work hard so that mail reaches the inbox of the customer rather than junk mail and thousands of dollars are spent to ensure that.

**11) Social Media Ads**

Pinterest, Instagram, Facebook and pretty much all social media sites offer relatively inexpensive advertising. Paid social media ads are the kind of advertisement that focuses on reaching your target audience with how much you pay adjusted to how many see it and engage with it. Organic social media ads are the kind of advertisement that generates lots of word-of-mouth. Say you post something to your business Facebook page that offers a free product if followers click Like and tag a friend — that is the type of advertisement that is free to post and makes people aware of what you have to offer.

**V. Преподаватель подводит итоги урока, оценивает работу учащихся, выставляет оценки и задает домашнее задание.**

Your homework is to learn new words.

Thank you for your work. Have a nice day. Good bye.