

7.ura (9. - 13.11.2020) **AN AGE OF ADVERTISING**

1. Tema današnje ure so oglasi in oglaševanje. Nove besede boš našel v okvirčku.

- Odpri učbenik na strani 41. Oglej si 4 različne reklame za različne stvari. Reklame so označene z A, B, C in D.
- V zvezek napiši naslov **AN AGE OF ADVERTISING** – in odgovori s celimi stavki na vprašanja iz naloge 2a.
- V učbeniku si oglej nalogo 2b na strani 41 in označi v razpredelnici, kateri oglas ti je bil všeč oziroma ni bil všeč (poglej si navodila v učbeniku na strani 41- desno spodaj).

NEW WORDS:

AN ADVERTISEMENT (an ad) – oglas

A BILLBOARD – »jumbo« plakat, oglasni panoji ob cestah

A TV COMMERCIAL – reklama po televiziji

TO ADVERTISE - oglaševati

2. Sedaj pa si v učbeniku oglej nalogo 4b in napiši **2 dobri in 2 slabi** strani oglaševanja. Pišeš kar pod naslov AN AGE OF ADVERTISING. Navedi tudi razlog, zakaj tako misliš.

Na primer:

☹ I think that advertisements aren't honest. For example, they tell you that the shirt will be spotlessly clean if you use this washing detergent. But when you use it at home, the shirt never looks as clean as they say.

☺ I think the advertisements are good because they tell you what new products are available. Sometimes the product in the advertisement is exactly what you are looking for and you didn't know it existed.

(Pri pisanju si pomagaš si z razpredelnico – **FOR and AGAINST** pri nalogi 4b).

