

CONVERSATION:

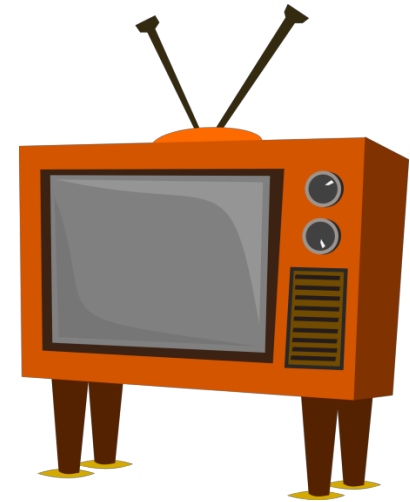
Television Advertising

Question opportunity!

Think about the adverts you have seen recently, either in newspapers or magazines or on television.



- From the adverts you've seen, what would you buy and why?
- Are these things wants or needs?
- How does the advert make you want to buy the product?



Conversation starter!

Are certain adverts shown at particular times because they think different types of people will be watching? What about different adverts at different times of year? What makes a 'good' advert?