

Unit 20 Everybody's business – Choosing where to advertise

Teacher's notes

Preparation

Before you use this lesson plan:

- make one copy of each worksheet per student.
- visit the proposed websites to check they are operational.

Warmers

(10 minutes)

Ask the students whether they read a daily newspaper. Write the names of the newspapers on the board. Ask them what type of people read each newspaper. They might classify them on the basis of income, social class, education, political bias, etc.

Set the scene

(20 minutes)

Distribute the worksheet. Ask the students to read the *situation*. Divide the students into three groups. Each group is allocated one of the products from the table in Task 1. They decide on a name, the income range and age range of the group to be targeted by advertising for these products, and, finally, provide a number of adjectives to describe the product; for example, trendy, stylish, sexy, exclusive, etc. Each group appoints a spokesperson who, briefly, presents the choices so the entire group can comment and record them on their worksheets.

Present the tasks

(10 minutes)

Explain the procedure:

- 1 Divide into small groups of three. Each member of these groups is responsible for one of the products.
- 2 Visit the MediaDNA website, read the article and fill in the table using words and phrases from the article to describe each newspaper and its readers.
- 3 Visit the Wikipedia entry and print off or make a note of the social grade classifications.
- 4 Visit the NRS website, download the PDF and use the readership data to decide which newspapers to advertise each product in.
- 5 Discuss within the small groups and prepare a short presentation of results.
- 6 Present results to entire group and find a final agreement.

Do the tasks

Research (20 minutes)

- If computers are available, allocate one to each small group or pair.
- If computers are not available, set the research as homework to be performed at home or during free time at work. Emphasise to the students that they do not need to spend more than about 20 – 30 minutes collecting information.

Discussion (15–20 minutes)

After the research, the students meet in their groups of three to discuss which products to advertise in which newspapers. They prepare a short feedback presentation to outline and justify their choices. Each group makes their presentation and records their opinions on the board. Appoint a chairperson and hold a short meeting to make a final decision for the entire group. Monitor and give language feedback after the discussion.

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Aims

- Talking about advertising in newspapers
- Giving conclusions and summarising

Tasks

- 1 You are going to decide on the name and target markets for the three products.
- 2 You are going to use the Web to find out about the readership of national newspapers in the UK.
- 3 You are going to present your conclusions.

Situation

You work for a marketing consultancy. You have been tasked with naming three new products and deciding on the best UK national newspapers to advertise each one in.

Task 1 – the products

Use your imagination to invent three products from the product types listed in the product profile table below.

Product profile table

Product type	Product name	Income group	Age group	Descriptors
Aftershave				
Women's sunglasses				
Sports shoes				

Task 2 – the research

These websites will give you information newspapers in the UK and their readership. Your teacher will tell you which ones to research. Record the information and your decisions in the research data tables. Try to use the descriptive terms and new vocabulary you collect in the first table to justify your decisions.

MediaDNA

http://www.mediadna.co.uk/fs_welcome.asp

Click on *Press Coverage* at the top then select the article called *Ourselves as others see us*.

Social grades

http://en.wikipedia.org/wiki/NRS_social_grade

This explains the social grades used in the readership information tables.

The National Readership Survey

<http://www.nrs.co.uk>

Click on *Top Line Readership* in the menu at the top then click on the PDF symbol to download the latest readership report for newspapers.

Research data tables

Newspaper	Description
The Sun	
The Mirror	
The Daily Mail	
The Times	
The Guardian	
The Daily Telegraph	

Product	Choice of newspapers for advertising
Aftershave	
Women's sunglasses	
Sports shoes	

Task 3 – the presentations

Language box

You will present your conclusions and at the end of the meeting the chairman will summarise the results. Use the phrases in the box.

Giving Conclusions:

We recommend that we select ...

We think it's clear that the best option is ...

Summarising:

So, we've agreed ...

To sum up ...