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Advertisement on the Television

Vocabulary

1. combine- unite, join

繋ぐ、合わせる

2. wide audience- a lot of people

多くの観衆

3. broadcast- to send out radio or TV programmes

放送

4. commercials- an advertisement on TV or radio

コマーシャル、電波を使った

5. prime time- the time in the evening when most people watch TV

夜の人々が最もテレビを見る時間、ゴールデンタイム

Television combines sound and moving images. It is one of the most expensive forms of advertising, but on the other hand it reaches a very wide audience. Advertisers buy time from TV stations to broadcast their commercials. This time is cheaper at times when fewer people watch TV, as in the early morning hours and gets very expensive during prime time evening shows. Sometimes advertisers pay a lot of money to get their ads on TV during special programmes, like the Olympic Games or the Super Bowl. Companies advertise everything from cars to candy. Advertising on the television is also used to change people's ideas. For example, an ad could try to make voters choose a certain candidate for president.



Questions

1. What is considered as one of the most expensive forms of advertising based on the passage?
2. How do advertisers promote their products and services on the television?
3. During what time of the day do advertisers spend a lot of money for their commercials on the television?



FILL IN THE BLANKS

wide audience / commercials / prime time / broadcast

1. It was being _____ on a radio talk show, and everybody on the road was tuned in to the same program.
2. The tenor expanded his _____ by recording popular songs as well as opera.
3. Advertisers choose the _____ in advertising their products because it is the time when the largest television audience is available.
4. It is hard to believe that we spend one-and-a-half year of our lives just watching TV _____.

ABOUT YOURSELF

1. When you watch TV, how much attention do you pay to the advertisements?
2. Which advertisements do you like most and which least? Why?
3. What is the funniest advertisement on the television you have seen? Describe it.
4. Do you think you are easily persuaded to buy things after seeing or hearing an ad on the television?
5. Do you think that commercials on TV are annoying because they interrupt programs or do you think that many ads are more amusing than the programs on TV?
6. What are the harmful and the beneficial effects of advertising?