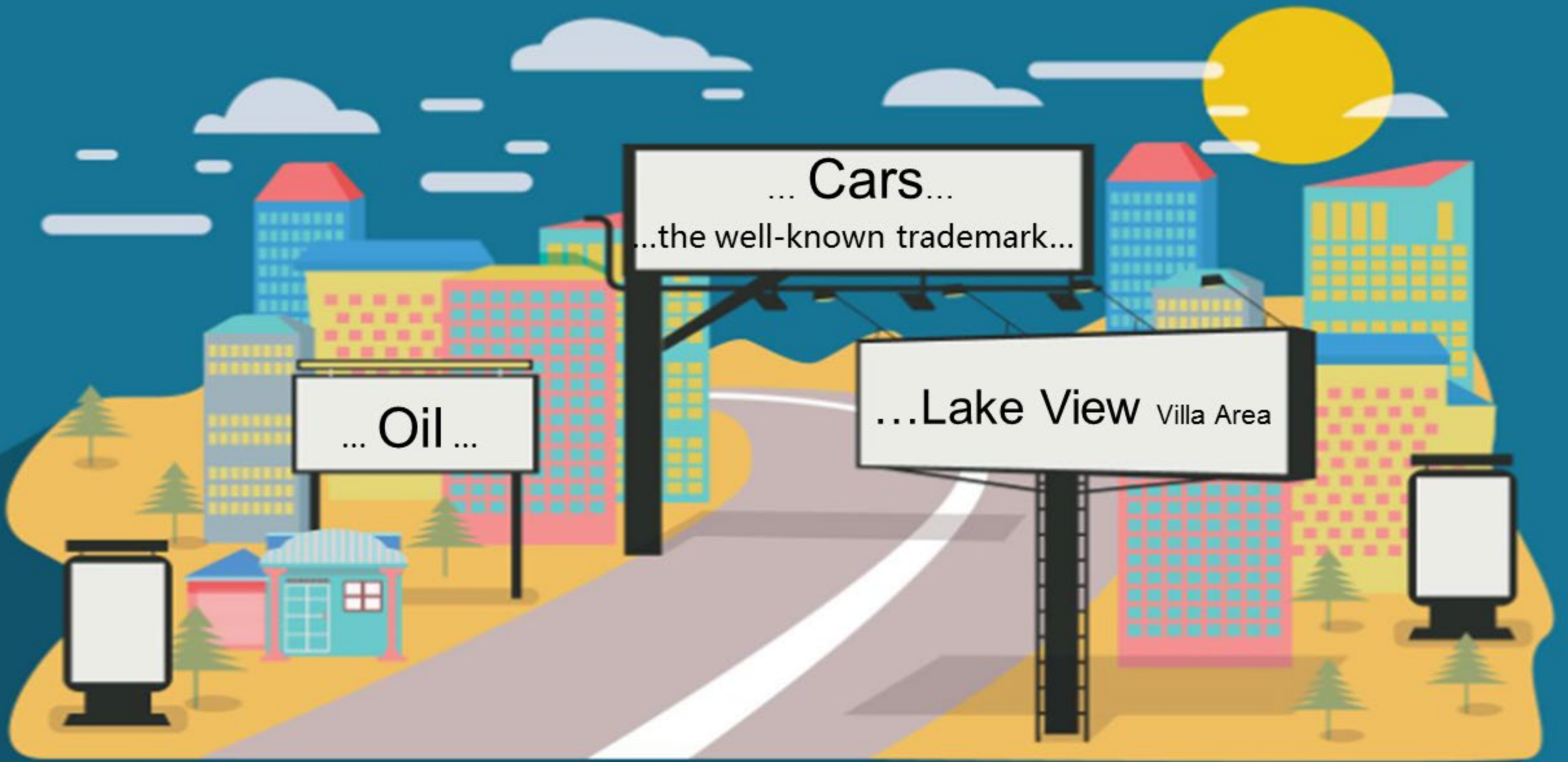




Topic

Conversation
for Advanced

Lesson 1
Billboards



What advertising messages do you often see on billboards?

Target Language

Introduce the learning goals to the student.

In this lesson, we will learn to talk about **billboards**:

- read an article about billboards;
- learn new words and expressions;
- give an idea about why billboards exist.

Key words:

1. prolific
2. ubiquitous
3. provocative
4. sleazy
5. slick
6. oppressive
7. tutelage
8. dehumanized

Reading

Read the passage and pay attention to the key words.

Aloft the canopies of the concrete jungle hang the most **prolific** of all marketing devices, the billboard. They have sprung up along every major highway, as well as any highly traveled road. For the denizens of the urban landscape, it is a fixture of daily life. It is as imposing as it is **ubiquitous**. These colorful depictions of commercialized living is where one finds the constant promises of the enhancement of one's life through the consumption of their offers.



Comprehension Check:

- 1. What sprung up along every major highway as well as highly traveled roads?*

Reading

Read the passage and pay attention to the key words.

Sleazy and **slick** salesmen exploit the fears and basic instincts of the vulnerable populace, all in an effort to extract more revenues, with billboards being one of the main tactics in their campaign to be bought by the public. Among those who fight back against the **oppressive tutelage** of modern marketing is an anonymous street artist who goes by the name of Banksy. He's internationally known for **provocative** art that challenges the status quo of crass commercialism and champions causes drowned out by the noise of advertising. He brings humanity back to a **dehumanized** society. He is a hero of our time.

Comprehension Check:

2. *Why are salesmen sleazy and slick?*

3. *What's the name of the street artist mentioned in the article? What is he known for?*

Reading

Read the passage and pay attention to the key words.

Billboards are attention grabbers. You can't help but notice a sign that is as wide as your house. Because of their size, they are highly successful in catching people's attention but billboards can be distracting. It attracts too much attention then it can potentially increase the likelihood of drivers crashing into each other because they were too mesmerized by what is on the billboard.

Comprehension Check:

4. How can billboards catch people's attention and in what way can they be distracting?



Respond to Reading

Complete the following task.

Write T if the sentence is true about billboards in the passage, and F if not.

- _____ 1. Billboards are used as a tactic to attract the public by salesmen.
- _____ 2. Billboards can cause danger as they attract too much attention.
- _____ 3. Billboards are not found in low-income areas.
- _____ 4. Billboards do not grab anyone's attention if they are as big as a house.
- _____ 5. Billboards prevent cars from crashing because of their size.

Free Talk

Look at the pictures and share your opinions.



- Do you truly believe billboards can help improve sales? Explain your answer.
- What was the most attractive billboard that you have seen? What was it about?
- If you owned a business company, would you agree on putting up something provocative on a billboard?

Summary

Make a summary of the topic you have learned today.

We can know about new products and brands from billboards, but billboards can be distracting. It attracts people's attention that it can potentially increase the likelihood of drivers crashing into each other because they were too mesmerized by what is on the billboard.

Share your thoughts about sending a sensitive message publicly using a billboard.

- | | |
|----------------|----------------|
| 1. prolific | 5. slick |
| 2. ubiquitous | 6. oppressive |
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Your opinions...

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