

Lesson 1

1 TOPIC QUESTION

今日のトピック

What is the funniest ad you have ever seen?

今まで見た中で一番おかしい広告は何ですか？

2 ARTICLE

記事

Directions: Read the following article aloud.

課題：以下の記事をはっきりとした声で音読しましょう。



Commercials

Making commercials is a difficult business. You need to know your target market as well as the product itself. Commercials can have the greatest impact on a product's success rate. A great commercial will stay in the minds of the TV viewers for a long time. This is the goal of the advertising.

Humour plays a large part in making a successful commercial. Hamburger shops, car dealerships, furniture stores even medical aid companies have capitalized on using jokes in their advertisements. The jokes can involve a play on words in the ad or sometimes just funny skits. But you can be sure that the next time the TV viewer goes shopping those advertisements will spring to mind and have some influence on purchases.

Most recently, there was a flare up between two countries regarding an ad that used language which is considered rude in one country but funny in the other. Heads of state got involved as one country was adamantly demanding the commercial be pulled from the TV. However, the country who made the commercial refused to on the grounds that it was completely acceptable within their borders. This media exposure really added to the impact of the commercial because people all around the world became interested in watching a video of the commercial on-line.

Lesson 1

3 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

課題: 先生の後が続いてくり返した後、今度はひとりで発音してみましょう。

dealerships 販売特約店

capitalize on ~ ~をフルに生かす

skits 寸劇

spring to mind 心に浮かぶ

flare up (紛争・問題などの)再燃

adamantly 断固として

on the grounds that

(that以下)の理由で

4 QUESTIONS

質問

Directions: Read the questions aloud and answer them.

課題: 質問を声に出して読んだ後、答えてみましょう。

1. How does a commercial leave an impact on the product's success?
2. What kind of businesses use humour and how?
3. How have commercials caused strain between countries?
4. Are there any commercials in your country that have caused trouble?