



This lesson is about something used to persuade people to buy a product or service. An **advertisement**.

The word '**advertisement**' has four syllables

**Ad ver tise ment**

The stress is on the second syllable

**ad VER tise ment ad VER tise ment ad VER tise ment ad VER tise ment**

**Listen and practise. Repeat after me:**

**Ad VER tisement Ad VER tisement Ad VER tisement Ad VER tisement**

**Listen to these questions and answers.**

Q: Where did you hear about this job?

A: I saw your **advertisement** in the newspaper.

Q: I want to sell me car, any ideas?

A: Why don't you put an **advertisement** in the paper?

Q: How can I access this website without getting **advertisements**?

A: Log in to your account if you don't want to see the **advertisements**.

**Listen to the questions again, but this time, you answer the questions.**

Q: Where did you hear about this job?

A: **I saw your advertisement** in the newspaper.

Q: I want to sell me car, any ideas?

A: **I suggest you put an advertisement** in the paper?

Q: How can I access this website without getting **advertisements**?

A: **Log in to your account** if you don't want to see the **advertisements**.



The noun '**advertisement**' is very often shortened to '**ad**' or '**advert**'

**Listen and practice. Repeat after me:**

I'm looking at the job **ads** in the paper.

I don't like watching TV **adverts**.

I saw an **advert** for that in a magazine.

Then we have the verb – 'to **advertise**'

This word has three syllables and the stress is on the first syllable.

**AD ver tise**      **AD ver tise**      **AD ver tise**

**Listen and practice. Repeat after me:**

**AD ver tise**      **AD ver tise**      **AD ver tise**

**Listen and practice. Repeat after me:**

If you **advertise** your product you can sell more.

It pays to **advertise**.

I see the company is **advertising** for more staff.

Notice the difference in pronunciation between the noun '**advertisement**' and the verb 'to **advertise**'.

As we have heard, the third syllable in the noun '**advertisement**' is pronounced '**tiss**'

**Adver      tiss      ment**

But in the verb '**advertise**' the last syllable is pronounced '**eyes**' with the '**t**' sound added at the beginning.

**eyes      teyes      teyes      teyes      advertise**

**Listen and practise. Repeat after me:**

**eyes      teyes      teyes      teyes      advertise**



*Advertisement*      *ad ver tiss ment*      *ad ver tiss ment*      *ad ver tiss ment*  
*advertise*      *ad ver teyes*      *ad ver teyes*      *ad ver teyes*

***Listen to these sentences:***

I saw an ***advertisement*** for that car in a magazine.

I'd like to ***advertise*** my product on television.

Do you read the ***advertisements*** on the underground?

Sometimes, famous people ***advertise*** products for companies.

***Listen and practise. Repeat after me:***

I saw an ***advertisement*** for that car in a magazine.

I'd like to ***advertise*** my product on television.

Do you read the ***advertisements*** on the underground?

Sometimes famous people ***advertise*** products for companies.

***Listen to these questions and answers.***

What is your favourite ***advertisement***?

My favourite ***advertisement*** is about a fizzy drink

Do you think an ***advertisement*** for English lessons is a good idea?

Yes, I think an ***advertisement*** for English lessons is a very good idea.

Do you watch TV ***adverts***?

No I don't, I hate watching TV ***adverts***.

Do you like ***adverts*** on the radio?

I really don't like ***adverts*** on the radio.

Where can I find job ***ads***?

You can find lots of job ***ads*** in the newspaper.



Is it expensive to **advertise** on TV?  
Yes, it is very expensive to **advertise** on TV.

Where can I **advertise** my new product?  
You can **advertise** it on the radio and in magazines.

***Listen to the questions again, but this time, you answer the questions. Make sure you use the words 'advertisement', 'adverts', 'ads' and 'advertise' in your answers.***

What is your favourite **advertisement**?

Do you think an **advertisement** for English lessons is a good idea?

Do you watch TV **adverts**?

Do you like **adverts** on the radio?

Where can I find job **ads**?

Is it expensive to **advertise** on TV?

Where can I **advertise** my new product?

