



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 practice. 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?

