

Arts du Cinema (Week 8/9)

Explain a Movie So Badly it Was Good

Take a look at the following link:

<https://www.boredpanda.com/explain-a-film-plot-badly-funny-tweets/>

Now it's your turn! Try creating a terribly funny one-liner with two (2) or more of these movies below:



Vocabulary : Choose among the words that have been underlined in the text to find the equivalents to the following words or phrases :

- identify
- real
- conform to a group, feel integrated
- remembering
- an individual that belongs to a group
- words that capture your attention
- believe in
- personalized, adjusted to a type of consumers
- really, truly
- promote
- the customers the ad wants to attract
- words that are connoted positively
- connoted words
- persist in your memory
- focuses on
- normal people
- adjusted to a male or female audience
- work hard, make a great effort
- the product that is being advertised
- designed for

Understanding persuasive techniques can help you evaluate the messages that surround you and identify misleading information... HERE'S HOW :

Strategy 1: Consider the message and the audience.

The obvious goal of most ads is to get you to buy a product or buy into an idea. When you understand the message and audience, you can determine which techniques are being used and why. Ask yourself:

- What is the message? What does the ad want the consumer to buy?
 - Who is the target audience? Ads are often customized to appeal to a certain audience : for example, is the ad gender-targeted ? Or is it aimed at a particular age group, social status, family group, or individual type ?
- Does the ad appeal to certain emotions or beliefs? What do those emotions or beliefs tell you about the audience?

Strategy 2: Spot the persuasive techniques

Advertisers strive to make each ad memorable, convincing, and exciting. Characters, slogans, text, and sounds are all part of the persuasive technique. Ask yourself:

- *Who appears in the ad?*

The people who appear in the ad often reflect the target audience or whom members of that audience are likely to admire. Advertisers might choose specific celebrities to endorse products because they want the audience to associate the celebrity with the product. Actors or models might be chosen for many reasons. For example, they might be people just like the audience (plain folk), rebellious or unique (individuality), or "one of the crowd" (bandwagon).

<i>Persuasive technique</i>	<i>How it is used</i>	<i>Intended effect or Appeal</i>
The « one of the crowd » or 'Bandwagon' technique ['bænd, wægən]	Uses the argument that a person should believe or do something because “everybody else” does (From the idiom « to jump on the bandwagon » = to join a group, cause, or movement that appears to be gaining popular support or becoming successful)	<ul style="list-style-type: none"> • Consumers buy the product because they want to <u>fit in</u>. • Consumers assume that if others buy it, the product must be good.
Celebrity endorsement	Uses a celebrity or famous person to endorse a product	<ul style="list-style-type: none"> • Consumers transfer admiration or respect for the celebrity to the product.
Individuality	Appeals to consumers' desire to be different from everyone else; the opposite of the bandwagon appeal	<ul style="list-style-type: none"> • Consumers celebrate their own style, or rebel against what others are doing. • Consumers perceive the product as unique, stylish, or cool.
Plain Folk	Shows ordinary people using or supporting a product or candidate	<ul style="list-style-type: none"> • Consumers trust the product because it's good enough for <u>regular</u> “folks.”

- *Does the ad appeal to emotion or to logic?*

Many ads today don't provide information about the product, and some ads don't even show the product. Instead, the ads appeal to the audience's emotions, such as pity, fear, or vanity.

For example, commercials for telephone companies often appeal to viewers' emotions of happiness or nostalgia to leave them with a positive feeling about their product and company. Some ads use humor to persuade an audience.

<i>Persuasive technique</i>	<i>How it is used</i>	<i>Intended effect or Appeal</i>
Emotional appeal	Make viewers feel certain emotions, such as excitement, sadness, or fear	• Audience transfers that feeling to the product.
Rational appeal	Use logic and reason to persuade consumers with reliable information such as statistics, facts, cost...	• Consumers are persuaded that they make a rational choice in choosing this product
Appeal to credibility	Uses testimonies from experts or from other consumers	• the audience is convinced that they can trust this brand
Positive generalities	<u>Emphasizes</u> highly valued beliefs, such as patriotism, peace, or freedom	• Consumers remember the ad and associate positive feelings with the product.
Humour	Used to make audiences laugh, but provides little information about the product or service	• Consumers remember the ad and associate positive feelings with the product.
Product comparison	Compares a product with the “inferior” competition	• Consumers believe <u>the feature product</u> is superior.

- *What language is used?*

Every word in an ad counts, but not all the words actually inform the audience. Loaded language, including purr words (= positive words), appeal to the audience's emotions rather than their reason. For example purr words such as "tasty" and "sensational" can make a product seem more desirable.

<i>Persuasive technique</i>	<i>How it is used</i>	<i>Intended effect or Appeal</i>
Loaded / connoted language	Uses words with positive or negative connotations to describe a product or that of the competitor	<ul style="list-style-type: none">• The words appeal to consumers' emotions rather than their reason.• Purr (positive) words, such as "fresh" or "juicy," make a product seem more desirable.

- *Does the slogan stick?*

The best slogans are memorable and create an "image" of the product. Slogans are less about the actual product and more about the audience recalling a catchy phrase and associating it with the product.

Strategy 3: Understand the intended effects on the target audience.

Most ads don't employ just one persuasive technique. They often use several. Each technique is chosen to appeal specifically to the product's target audience. Ask yourself: Why do I think these techniques were chosen?

Vocabulary : Choose among the words that have been underlined in the text to find the equivalents to the following words or phrases :

- Identify =
- Real =
- conform to a group, feel integrated =
- remembering =
- an individual that belongs to a group =
- words that capture your attention =
- believe in =
- personalized, adjusted to a type of consumer =
- really, truly =
- promote =
- the customers the ad wants to attract =
- words that are connoted positively =
- connotated words =
- persist in your memory =
- focuses on =
- normal people =
- adjusted to a male or female audience =
- work hard, make a great effort =
- the product that is being advertised =
- designed for =

Vocabulary : Choose among the words that have been underlined in the text to find the equivalents to the following words or phrases :

- Identify = **TO SPOT**
- Real = **REAL**
- conform to a group, feel integrated = **CONFORM**
- remembering = **REMEMBER**
- an individual that belongs to a group = **MEMBER**
- words that capture your attention = **CATCH**
- believe in = **TRUST**
- personalized, adjusted to a type of consumer = **TARGETED**
- really, truly = **TRULY**
- promote = **PROMOTE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **POSITIVE CONNOTATION**
- connotated words = **CONNOTATION**
- persist in your memory = **PERSIST**
- focuses on = **FOCUS**
- normal people = **NORMAL**
- adjusted to a male or female audience = **TARGETED**
- work hard, make a great effort = **EFFORT**
- the product that is being advertised = **PRODUCT**
- designed for = **DESIGNED FOR**

Vocabulary : Choose among the words that have been underlined in the text to find the equivalents to the following words or phrases :

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- really, truly =
- promote =
- the customers the ad wants to attract =
- words that are connoted positively =
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- work hard, make a great effort =
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- normal people =
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- work hard, make a great effort =
- the product that is being advertised =
- designed for =

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- Identify = **TO SPOT**
- Real = **ACTUAL**
- conform to a group, feel integrated = **FIT IN**
- remembering = **RECALLING**
- an individual that belongs to a group = **ONE OF THE CROWD**
- words that capture your attention =
- believe in =
- personalized, adjusted to a type of consumer =
- really, truly =
- promote =
- the customers the ad wants to attract =
- words that are connoted positively =
- connotated words =
- persist in your memory =
- focuses on =
- normal people =
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- work hard, make a great effort =
- the product that is being advertised =
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- remembering = **RECALLING**
- an individual that belongs to a group = **ONE OF THE CROWD**
- words that capture your attention = **CATCHY PHRASE**
- believe in =
- personalized, adjusted to a type of consumer =
- really, truly =
- promote =
- the customers the ad wants to attract =
- words that are connoted positively =
- connotated words =
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- remembering = **RECALLING**
- an individual that belongs to a group = **ONE OF THE CROWD**
- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer =
- really, truly =
- promote =
- the customers the ad wants to attract =
- words that are connoted positively =
- connotated words =
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- remembering = **RECALLING**
- an individual that belongs to a group = **ONE OF THE CROWD**
- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **TRULY**
- promote = **PROMOTE**
- the customers the ad wants to attract = **THE TARGET AUDIENCE**
- words that are connoted positively = **POSITIVE WORDS**
- connotated words = **CONNOTED WORDS**
- persist in your memory = **PERSIST IN YOUR MEMORY**
- focuses on = **FOCUSES ON**
- normal people = **NORMAL PEOPLE**
- adjusted to a male or female audience = **ADJUSTED TO A MALE OR FEMALE AUDIENCE**
- work hard, make a great effort = **WORK HARD, MAKE A GREAT EFFORT**
- the product that is being advertised = **THE PRODUCT THAT IS BEING ADVERTISED**
- designed for = **DESIGNED FOR**

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- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote =
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- an individual that belongs to a group = **ONE OF THE CROWD**
- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract =
- words that are connoted positively =
- connotated words =
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- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively =
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- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words =
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- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory =
- focuses on =
- normal people =
- adjusted to a male or female audience =
- work hard, make a great effort =
- the product that is being advertised =
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- words that capture your attention = **CATCHY PHRASE**
- believe in = **BUY INTO AN IDEA**
- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on =
- normal people =
- adjusted to a male or female audience =
- work hard, make a great effort =
- the product that is being advertised =
- designed for =

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- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **COMMON PEOPLE**
- adjusted to a male or female audience = **TARGETED**
- work hard, make a great effort = **GO ALL OUT**
- the product that is being advertised = **THE PRODUCT**
- designed for = **DESIGNED FOR**

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- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **PLAIN FOLK**
- adjusted to a male or female audience =
- work hard, make a great effort =
- the product that is being advertised =
- designed for =

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- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **PLAIN FOLK**
- adjusted to a male or female audience = **GENDER TARGETED**
- work hard, make a great effort =
- the product that is being advertised =
- designed for =

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- persist in your memory = **STICK**
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- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **PLAIN FOLK**
- adjusted to a male or female audience = **GENDER TARGETED**
- work hard, make a great effort = **STRIVE**
- the product that is being advertised =
- designed for =

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- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **PLAIN FOLK**
- adjusted to a male or female audience = **GENDER TARGETED**
- work hard, make a great effort = **STRIVE**
- the product that is being advertised = **FEATURE PRODUCT**
- designed for =

Vocabulary : Choose among the words that have been underlined in the text to find the equivalents to the following words or phrases :

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- personalized, adjusted to a type of consumer = **CUSTOMIZED**
- really, truly = **ACTUALLY**
- promote = **ENDORSE**
- the customers the ad wants to attract = **TARGET AUDIENCE**
- words that are connoted positively = **PURR WORDS**
- connotated words = **LOADED LANGUAGE**
- persist in your memory = **STICK**
- focuses on = **EMPHASIZES**
- normal people = **PLAIN FOLK**
- adjusted to a male or female audience = **GENDER TARGETED**
- work hard, make a great effort = **STRIVE**
- the product that is being advertised = **FEATURE PRODUCT**
- designed for = **AIMED AT**

Advertisement Techniques in Television: Mad Men

Video 1: Mad Men “Lucky Strike”

1. What is the main issue with advertising Lucky Strike cigarettes? Why can't they continue advertising?
2. What is the first idea presented to the executives of Lucky Strike? Why should people smoke Lucky Strike cigarettes based on the slogan “You still have to get where you're going.”
3. What is the psychological principal associated with this advertising idea?
4. What is the idea that Don finally comes up with – how does he distinguish Lucky Strike from other cigarette companies?
5. How is the element of gender (masculine or feminine) portrayed in this scene?



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3. What is the psychological principal associated with this advertising idea?
4. What is the idea that Don finally comes up with – how does he distinguish Lucky Strike from other cigarette companies?
5. How is the element of gender (masculine or feminine) portrayed in this scene?

Video 2: Mad Men “Lipstick”

1. What problem does this lipstick company have? (What does the quote “their sales are in the crapper” really mean?)
2. What is meant by saying “let’s throw it to the chickens”?
3. What do the women of the office have to do during their lunch break?
4. How does the male advertising team behave while the secretaries are trying the lipstick?
5. How is the element of gender (masculine or feminine) portrayed in this scene?
6. What is your opinion of how gender is portrayed? Is it accurate for the time period (this series is set in the 1960s)? Do you think gender roles have changed since this time period?



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5. How is the element of gender (masculine or feminine) portrayed in this scene?
6. What is your opinion of how gender is portrayed? Is it accurate for the time period (this series is set in the 1960s)? Do you think gender roles have changed since this time period?

Video 3: Mad Men “The Carousel”

1. What does Don Draper suggest to engage the public? What is the most important idea in advertising?
2. What feeling does Don want to evoke? How does he define it?
3. What product is being sold in this advertisement? What does it do?
4. How is Don’s personal life used in this advertising pitch?
5. Why do you think the word “carousel” is used for this device? What is the importance of this word?



Video 3: Mad Men “The Carousel”

1. What does Don Draper suggest to engage the public? What is the most important idea in advertising?
2. What feeling does Don want to evoke? How does he define it?
3. What product is being sold in this advertisement? What does it do?
4. How is Don’s personal life used in this advertising pitch?
5. Why do you think the word “carousel” is used for this device? What is the importance of this word?

Video 4: Mad Men “David Cohen, from the Art Department”

1. What does Don Draper assume? Why is it not who he expected?
2. What does Don suggest and why does Ms. Menkin not like it?
3. What comparisons are drawn between Menkin's and Chanel?



Video 4: Mad Men “David Cohen, from the Art Department”

1. What does Don Draper assume? Why is it not who he expected?
2. What does Don suggest and why does Ms. Menkin not like it?
3. What comparisons are drawn between Menkin's and Chanel?

Group Assessment - The Perks of Advertising

November 28th

The perks of Advertising

Level: Intermediate

Goal: Students will be able to develop critical judgement and to produce a good advertisement that will persuade the "buyers".

Length: 45 minutes

Material: Cards with the products' images.

Step 1: The teacher must do tickets with the students' names. Ruffle five names to be the buyers and the others will be paired as the advertisers.

Step 2: Each pair must pick a card, without looking (see cards below).

- a. Each card has an image of a "product".
- b. The students have to "sell" their product no matter what they end up with.

Step 3: The advertisers will have about 5 minutes to create a 1-minute, at most, advertisement, that will make the buyers believe the product is good enough to be bought.

- a. While each pair present their product and try to sell it, the teacher will time it with a one-minute hourglass.

- b. The sellers/advertisers can present their product in less than one minute, but they cannot exceed this time.

Step 4: After each advertising, the "buyers" will have to judge the advertisements, giving a tip or critic for each pair (how they could improve or why they wouldn't buy it or why it is a sell); besides having to grade each one from 8 to 10.

- a. The scores must be noted and will be used later to choose the winners.

Note: The evaluation will happen by the ability of short-time thinking and the students speaking skills.

Attachment: Cards