

6 Targeting young people

a) Give your opinion. Complete the sentences with words in orange, or your own words.

1 wrong/OK/fair 2 surprising/OK/dangerous 3 should/shouldn't
4 OK for an ad/stupid/unrealistic 5 is fine/is a trick/ruins the music

- 1 Companies don't talk about the downsides of products. In my opinion, that's wrong.
- 2 I think it's dangerous that ads influence one in three teens who drink alcohol.
- 3 In my opinion, teen vloggers shouldn't take presents from companies.
- 4 People in ads are perfect and happy. That's unrealistic.
- 5 Ads often use music to make you think of a product. I think that is a trick.

b) Compare your answers with a partner. Do you think the same?

c) Write about an advert. Is it a good or bad advert? Why?
Did you buy the product after you saw the advert?

I want to write about the advert for...

individuelle Lösungen

► SB p. 69

7 SPEAKING Ads on the internet

a) What do you think of adverts on the internet? What kinds of ads do you like?
Make notes in your exercise book.

A lot of/some ads are...
I like/hate ads that are...
funny • cute • clever • cool •
a pain • irritating¹ • stupid • crazy.
for example, the ad for...

b) What are the pros and cons of internet ads? Make notes.

Ideas:
Ads are good because they... keep websites free •
are useful • funny
Ads are a pain because they... irritating • stupid

You can use ideas from exercise 6 too!



c) Does your partner think the same? Discuss.

► SB p. 69

**8 READING A new band**a) Skim the article and choose a good title for it:

- a) Starting a band b) Marketing your band c) Making your first CD

Skimming: Look through the text quickly. You don't have to read every word.

Let people hear the music!

The first thing is: people have to hear your music! Play as many live gigs¹ as you can, e.g. in bars, at music festivals, at school concerts and even at birthday parties. And don't forget to advertise – put up posters at least a week before the gig.

Go online

Use the internet. All bands need a good website with information about the band and lots of photos. And of course don't forget social media sites. Make your profiles as interesting as possible. Have a list of gigs you're going to play. It's a good idea to have a blog too. And put videos of your songs on music sites, so that more people can hear them.

**It's who you know...**

Talk to lots of people! Go to other bands' gigs. Talk to them, and to people in their audience. You might meet someone important! And be friendly to your fans – chat to them after gigs, and always answer their comments or your web pages. Happy fans will tell their friends about you. Contact music writers too: send them information about your band, and a link to a free download.

Things to give and sell

You need things for people to buy at your gigs, e.g. T-shirts, sweatshirts, bags and, of course, CDs. Make sure your band's name is in big letters, and get a great logo if you can. Have things you can give away free to fans too, like postcards, badges, pens, etc.

b) Read the second article. Tick (✓) the right answers.

- | | True / False / Not in text | | |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| 1 Play lots of gigs, so people can hear your music. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 You should put up posters two days before a concert. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3 Emails are useful for advertising gigs. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4 Put information about concerts on the internet. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Talk to your fans and be nice to them. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Never let people listen to your songs for free. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 7 Your manager can help you get good gigs. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 8 Don't have a logo – it isn't cool. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

! If you're looking for an answer and find the next answer – it's 'Not in the text.'

¹ gig Konzert

solution

Generation like (LS3&LS4):

Test on vocabulary: No. 2 (Unit 4)

	German	English
1.	Zahn, Zähne (2 p.)	tooth, teeth
2.	beeinflussen	influence
3.	Schluss(folgerung)	conclusion
4.	Werbung machen (für etwas)	advertise (sth.) (1,5 p.)
5.	entkommen (vor/aus), fliehen (vor) (1,5 p.)	escape (from)
6.	hassen	hate
7.	Ich möchte auf jeden Fall zu dem Konzert gehen! (2 p.)	I definitely want to go to the concert!
8.	Bereite deine Argumente vor, bevor du eine Diskussion startest.	Prepare your arguments before you start to discuss. (2 p.)
9.	tragen, befördern, transportieren	carry
10.	Modefirmen nehmen oft junge Erwachsene ins Visier.	Fashion companies often target young adults. (2 p.)