The Power of Advertising (pp. 90-91)

Understanding exposure to advertising

**A. Read and find the information.**

1- What examples are given in the article to suggest that advertising is everywhere?

2- Find other examples of advertising not mentioned in the article.

3- What is the most common television genre that people watch?

4- On average, how many commercials do British viewers see every day?

5- Compare the figures given for Australia in the article and the American statistics.

6- Why don’t governments or regulators do anything about this? What does this suggest about their perception of advertising?

7- Can you explain “under pressure from an industry looking to maximise its income”? From your understanding of company profits, why do they need to maximise their income?

8- Using the information in the article and your own knowledge, list all the elements that can be said to be responsible for the power that advertising has.