

Commercials & emotions

Advertisers use emotions to get you to buy their products.

In today's lesson, you'll see some commercials, notice your emotions and notice how the ads make you feel that way.

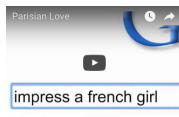
❶ With a partner, how many "emotion words" do you know in English? Write them.



Watch the video.
Write the extra words.

❷ Watch the ads. How do they make you feel? What triggered (causes) your emotion?

#1



How you feel:

Why?

#2



How you feel:

Why?

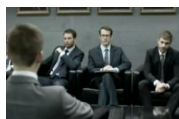
#3 Turn on "CC" (captions) Watch the "mini-lecture" on "emotional marketing". Take notes:

The problem: Most products are almost...

"Emotional marketing" show how the customer...

With these commercials, when do you find out what they are selling?

#4



How you feel:

Why?

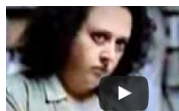
#5



How you feel:

Why?

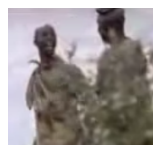
#6



How you feel:

Why? Joke funny?

#7



How you feel:

Why?

#8



How you feel:

Why?

#9

How you feel:

Why?

