

Bildungsstandards ENGLISCH – Prototypisches Unterrichtsbeispiel  
Hören

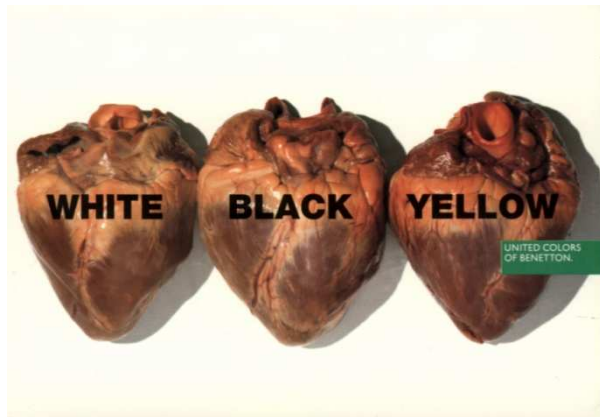
Fachgruppe	Englisch	
Titel	<b>Advertising</b>	
Niveau GERS	B2*	
Relevante(r) Deskriptor(en)	E H-5	Kann Tonaufnahmen und Radiosendungen in Standardsprache, denen man normalerweise im gesellschaftlichen und beruflichen Leben oder in der Ausbildung begegnet, im Wesentlichen verstehen. Erfasst dabei nicht nur den Informationsgehalt, sondern auch Standpunkte und Einstellungen der Sprechenden.
Fertigkeit	Hören	
Themenbereich	Kultur und Gesellschaft aktuelle gesellschaftliche Entwicklungen und Trends Wirtschaft und Arbeitswelt Marketing	
Allgemeine Kompetenzen	Fachkompetenz 2	
Methodisch-didaktische Hinweise	<p><u>Voraussetzungen</u> Vertrautheit mit Note-taking</p> <p><u>Durchführung</u> Die Schüler/innen hören das Interview zweimal. Die Aufgabenstellung soll vorher durchgelesen werden. In Parts A und B Einzelarbeit.. In Part C Partnerarbeit und Diskussion über kontroversielle Werbung. Die Ergebnisse der einzelnen Teilaufgaben sollten im Anschluss gemeinsam besprochen werden, damit die Schüler/innen über ihre Strategien und Leistungen reflektieren.</p> <p><u>Follow-up</u> Diskussion über unterschiedliche Werbestrategien Ausschnitt aus Film ‚What Women Want‘ – Werbung über Laufschuhe – Analyse der Werbung, Diskussion Internetsuche und Präsentation: Aktuelle kontroversielle Werbungen Schreiben eines Blog zum Thema ‚Kontroversielle Werbung‘</p>	
Quelle	Make your Way in Business 4 , 1994	
Zeitbedarf	50 Minuten	
Input	Aufgabenstellung CD Track Make your way in Business 4, 1999; p. 147 ÖBV&HPT ~ 4 Min. 40	
Erwarteter Outcome	Die Schüler/innen können gezielt Informationen in eine chronologische Reihenfolge bringen. Sie können einem Interview Fakten und Meinungen entnehmen. Sie können ihre Meinung zu kontroversieller Werbung in einer Diskussion vertreten.	

**TASK**

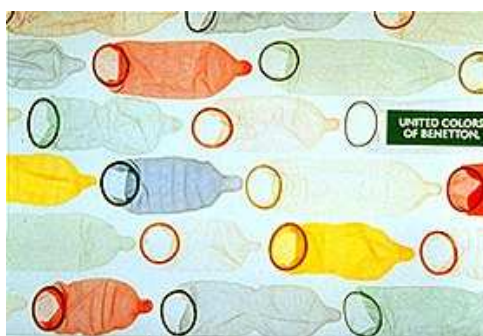
Before listening to the interview with Olivero Toscani about Benetton advertising discuss the following Benetton ads with a partner.

Do you like the ads? Why? What do you like about them?

Which one/s don't you like? Why?



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**Listen to the interview with Oliviero Toscani about Benetton advertising and do parts A, B and C.**

**Part A**

Continue:

before 1984 \_\_\_\_\_

in 1984 \_\_\_\_\_

after 1984 \_\_\_\_\_

**Part B**

Complete the blanks (where possible in your own words):

- 1) Benetton photos showing both races were not accepted by \_\_\_\_\_.
- 2) According to Toscani, advertising agencies are \_\_\_\_\_.
- 3) Toscani \_\_\_\_\_ that journalists report about violent situations in order to sell their stories to the media.
- 4) Toscani thinks that images presented in ads \_\_\_\_\_  
\_\_\_\_\_.
- 5) Toscani doesn't do research into the effectiveness of his adverts. Benetton advertising is \_\_\_\_\_.
- 6) Toscani considers "La Pietà" of Michelangelo  
\_\_\_\_\_.
- 7) Toscani \_\_\_\_\_ that people often rather accept faked than real life situations.

**Part C**

Discuss your findings with a partner. Then tell your partner what you personally think of controversial advertising. Can you think of a current rather controversial advert? Discuss it with your partner.

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In order to fulfil this task you should

- listen to the interview carefully,
- find a chronological order of events,
- understand and interpret facts and opinions,
- express your own opinion in a discussion about controversial advertising.

## Tapescript

ANNOUNCER

Unit 12.5. Listen to the interview with Oliviero Toscani.-

INTERVIEWER

Mr Toscani, you are the mastermind of Benetton's advertising strategy. Could you briefly tell us something about its beginnings?

TOSCANI

Well, before 1984, Benetton's advertising strategy relied on local agencies, and that was not always satisfactory. So Luciano Benetton decided to launch a universal campaign which was to feature the same adverts in all the countries where Benetton was present. The campaign title was "All of the Colours of the World."

INTERVIEWER

What was the idea behind this campaign?

TOSCANI

It aimed at international understanding, co-operation and peace. The 1984 adverts, for example, spotlight groups of young people of different races and colours as they play and laugh together. This campaign appeared in 14 countries and sparked off yet another racial polemic in South Africa: the photos featuring white and black youths together published in magazines targeted at the black population were refused by publications reserved for whites.

INTERVIEWER

This was the beginning of a series of controversial photographs. Why do you publish such photographs?

TOSCANI

To my mind, advertising is the richest and most powerful form of communication in the world. We need to have images that will make people think and discuss. Advertising agencies are obsolete, they're out of touch with the times; they're far too comfortable. When the client is happy, they stop trying. They don't want to know what's going on in the world. They create a false reality and want people to believe in it.

INTERVIEWER

But you show reality and you're criticized for it. ..

TOSCANI

Our advertising is a Rorschach test of what you bring to the image. You can see a news photo of the fighting in Sarajevo and it's in context; it conforms to your expectations. Shocking violence in the news is normal. But when you take the same photo out of the news and put a Benetton logo on it, people pause and reflect on their position on the problem. When they can't come to terms with it, they get mad at us.

INTERVIEWER

But don't you agree that it's a journalist's job to focus on strange and serious topics?

TOSCANI

Absolutely, and I don't criticize them for trying to sell their stories to the media. Yet when an advertisement touches on a real problem, everybody is immediately up in arms and protests that it's in bad taste.

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INTERVIEWER

Are you saying that an advertisement which misleads the consumer is considered more correct?

TOSCANI

Yes. Adverts are more often than not bad or stupid lies. All commercial images have a social meaning and an impact. Nobody has done an analysis of the harm done by stupid advertising and its twisted value system. A lot of insecurities are caused by the stereotypes in those images, and advertising is very influential in the education of the young.

INTERVIEWER

Are you doing research into the effectiveness of your adverts?

TOSCANI

Research? We try to do the very opposite. We try to make our ads personal. If you do research, you get yesterday's results. If they had done research five hundred years ago, they would never have discovered America. They would have found the world was flat. You have to have the courage to make mistakes. Everything we do is about impulse, about guts. That's what built Benetton.

INTERVIEWER

So Luciano Benetton didn't test the market for a taste in coloured sweaters either?

TOSCANI

Not at all. In 1990, Luciano asked me if I could do something about the coming war. So I took a picture of a cemetery. I take pictures, I don't sell clothes. After the cemetery picture, I wanted to do a picture about life. So I photographed a newborn baby. I never dreamed it would have such consequences.

INTERVIEWER

Isn't it the case that new things are always attacked? What was shocking three years ago is accepted today. But do you think it's ethically right to show a father leaning over his son, who is going to die of AIDS, and who actually died soon after?

TOSCANI

I call this picture 'La Pietà', because it is a Pietà which is real. Michelangelo's 'Pietà' during the Renaissance might be fake, Jesus Christ may never have existed. That was real promotion. But we know this death happened. This is the thing. And the more real the thing is, the less people want to see it. It has always intrigued me how fakes have been accepted and reality is rejected.

**KEY**

**Possible answers:**

**Part A**

Before 1984 Benetton's advertising strategy relied on local agencies

In 1984 Luciano Benetton decided to launch a universal campaign called "All of the Colours of the World", which was to feature the same adverts in all the countries where Benetton was present.

After 1984 Benetton advertisements showed a series of controversial photographs.

**Part B**

- 1) Benetton photos showing both races were not accepted by *magazines for white people in South Africa*.
- 2) According to Toscani, advertising agencies are *obsolete/out of touch with the times/reality*.
- 3) Toscani *doesn't like the fact* that journalists report about violent situations in order to sell their stories to the media.
- 4) Toscani thinks that images presented in ads *have a social meaning and an impact/influence our society in different ways*.
- 5) Benetton advertising is *about impulse and guts/emotional and spontaneous*.
- 6) Toscani considers "La Pietà" of Michelangelo *real promotion/a good example of advertising*.
- 7) Toscani *can understand* that people often rather accept faked than real life situations.

**Possible follow-up:**

- 1 Discussing advertising strategies
- 2 Scene from film 'What Women Want' – commercial about running shoes – analysis of the commercial, discussion
- 3 Internet research and presentation: current controversial adverts
- 4 Writing a blog about controversial advertising