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| **L11 ii anno**  **a.a. 2022-2023**  **LETTORATO Dott.ssa R.O’Doherty**  **rebecca.odoherty@unimc .it**  **LESSON 14/2/2023** |

**HOW DO MARKETERS GET OUR ATTENTION?**

**DISCUSS IN PAIRS:**

Where do you see lots of ads?

Do you see certain ads more than others? Which ones?

Do they make you want to buy their products? Why/why not?

Immagine che contiene testo, ricevuta

Descrizione generata automaticamente

**PUT THESE AGE GROUPS IN ORDER FROM THE OLDEST (1) TO THE YOUNGEST (4)**

Generation X Millennials Baby Boomers Generation Z

**What defines a generation? Discuss.**

**TASK 1 – Vocabulary Practise**Immagine che contiene testo

Descrizione generata automaticamente

