

A City Without Advertisements

B2 | Adults / Teens | Reading + Vocabulary + Discussion | 50-60 minutes

BEFORE YOU READ

Talk with a partner. How many advertisements do you notice on an ordinary journey? Would you miss them if they disappeared?

1. Match the words (1-6) with the definitions (A-F).

- | | | |
|-----------------|-------|---|
| 1. billboard | _____ | A. money received by a business or organisation |
| 2. visual | _____ | B. connected with seeing |
| 3. clutter | _____ | C. an area that everyone can use |
| 4. revenue | _____ | D. control an activity with rules |
| 5. regulate | _____ | E. a large outdoor sign used for advertising |
| 6. public space | _____ | F. a large untidy amount of things |

2. Read the article. The bold words are the vocabulary from Activity 1.

1. On a typical journey through a city, people may see hundreds of advertisements. They appear on buses, buildings, screens and **billboards**. Most are designed to attract attention quickly. Some people hardly notice them; others feel that advertising creates constant **visual** pressure in places that should belong to everyone.

2. A city that limits outdoor advertising might look very different. Supporters say fewer signs would reduce **clutter** and make streets calmer. Historic buildings, trees and public art could become easier to see. They also argue that **public space** should not automatically be used to sell products.

3. Opponents raise practical questions. Advertising brings **revenue** to transport systems, local media and property owners. Small businesses may depend on posters and signs to attract customers. If large advertisements disappear, a new business may find it harder to compete with a famous company that already has many customers.

4. The issue is therefore not simply whether advertising is good or bad. It is about how a city chooses to **regulate** it. A city might ban very large signs near schools, limit bright screens at night or reserve some space for local organisations. These rules could reduce pressure without removing every form of communication.

5. The debate also asks a wider question: what should a city look like? Streets are places to travel, work, meet and rest. Advertising is one voice among many, but it can become the loudest voice if no limits exist. Deciding on those limits requires a balance between commercial freedom and a shared public environment.

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UNDERSTAND, DISCUSS AND WRITE

3. Comprehension. Answer in complete sentences. Use the article to help you.

1. Why do some people object to outdoor advertising?

2. What benefits do supporters expect from fewer signs?

3. Why might small businesses oppose strict limits?

4. What examples of regulation does the article give?

5. What balance does the final paragraph describe?

4. Discuss. Talk in small groups. Give reasons and examples.

- Are advertisements information, art or pollution?
- Where should outdoor advertising be limited?
- Should public transport accept advertising money?
- How can small businesses promote themselves fairly?

5. Homework: Write an opinion paragraph.

Write 140-170 words for a local newspaper giving your view on outdoor advertising. State your position, support it with reasons and acknowledge one opposing argument.

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ANSWER KEY AND TEACHING NOTE

Vocabulary matching

1. **billboard** - E
2. **visual** - B
3. **clutter** - F
4. **revenue** - A
5. **regulate** - D
6. **public space** - C

Comprehension answers

1. Why do some people object to outdoor advertising?

They feel it creates visual pressure and uses places that should belong to everyone.

2. What benefits do supporters expect from fewer signs?

They expect less clutter, calmer streets and clearer views of buildings, trees and art.

3. Why might small businesses oppose strict limits?

They may depend on signs and posters to attract customers and compete with famous companies.

4. What examples of regulation does the article give?

It suggests banning very large signs near schools, limiting bright screens at night and reserving space for local groups.

5. What balance does the final paragraph describe?

It describes a balance between commercial freedom and a shared public environment.

Teaching note

Compare vocabulary answers before reading. Help learners plan a newspaper opinion: a position, reasons and an opposing argument. Accept accurate comprehension paraphrases and supported personal responses.