

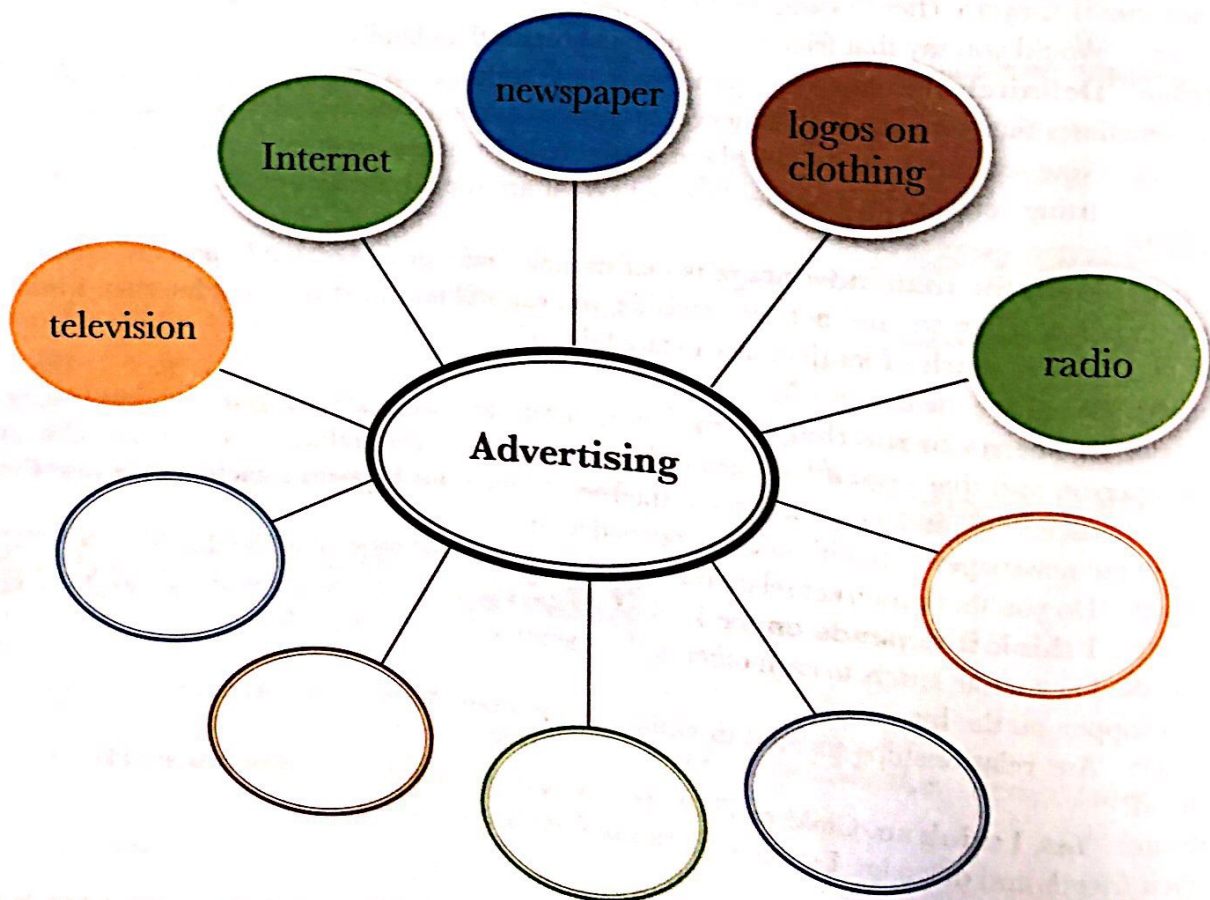
# UNIT 6

## Advertising

### Focus on Part 2 of the IELTS Speaking Test

#### WARM-UP

1 Look at these different places where we see and hear advertising. Work with a partner to add some more.





In each of the above places, advertisements convey their messages in different ways, for example, paper, print, colour, music, words, images and sound.

2 With a partner, think about all the different ways each place uses to display advertisements. Complete the table using your ideas. The first three have been done for you as examples.

Place	Means
television	sound (talking, music, sound effects), moving images, colour, written words, still images
newspaper	paper, print, words, photos, colour, black and white
logos on clothing	caps, sweatshirts, t-shirts, print, colour, images, words, brand names
Internet	
radio	

3 Listen to the following speakers discussing advertisements they have seen. Circle the place where they saw the ad.

a. cinema	television	Internet
b. brochure	magazine	clothing
c. television	radio	Internet
d. poster	brochure	magazine
e. banner	clothing	newspaper





# VOCABULARY

## Vocabulary Bank

Advertising			Attitudes & Opinions	Phrases & Collocations
Nouns	Verbs	Adjectives		
advertisement (= advert or ad)	advertise	accurate	amazing	black and white photo
actor	appear	bold	amusing	brand name
banner	convey	bright	annoying	colour photo
billboard	display	catchy	awful	sandwich board
brand	influence	colourful	cheesy	self-esteem
brochure	persuade	distinctive	cute	sound effects
cartoon	seem	elegant	entertaining	target audience
cinema	show	humorous	ethical	visual effects
clothing	target	imaginary	exciting	
flyer		informative	funny	• to advertise a product
image		loud	great	• to catch your attention
jingle		misleading	memorable	• to convey a message
logo		musical	professional	• to display a logo
magazine		original	responsible	• to hand out flyers / brochures
media		real-life	strange	• to pay attention to
model		recent	terrible	• to play an advert on TV / on the radio
print		serious	unethical	• to put up a poster / a banner
product			unprofessional	• to stand out
sign				
slogan				
stationery				
television (= TV)				

4 Think of five different advertisements you've seen or heard recently. Brainstorm each one and write words in the correct columns below. Use the vocabulary bank and your dictionary to help you.





Where did you see the ad?	What was it for?	What was it like?	Why do you remember it?
e.g. television	e.g. a brand of running shoes	e.g. colourful, cartoon images, musical	e.g. funny cartoon, annoying jingle
1.			
2.			
3.			
4.			
5.			

5 Now compare your lists of words with a partner. Do you both have some of the same words? Have you both seen some of the same ads?

## PRONUNCIATION

### Weak and strong forms — can and can't

In English, there are many small 'grammar' words that have both a weak and a strong form. The weak form is the form that is most commonly used when we speak. The strong form is used when we say the word on its own, or when we want to emphasize the word in a sentence.

6 Listen to the two forms of 'can'. Decide which one is weak and which one is strong.

- a. weak      strong
- b. weak      strong

The vowel sound is different in the weak form and the strong form. In the strong form, the 'a' sounds like it does at the beginning of the word 'apple' /æ/. In the weak form, it sounds like the short sound at the end of the word 'China' /ə/.

7 Listen and repeat. Focus on the sounds of the letter 'a'.

- a. can                  apple                  advertising                  can
- b. you can see      in China                  in the media                  you can see

8 Now listen and repeat the sentences. Focus on imitating the form of 'can' that you hear.

- a. Yes, I can see it.
- b. You can see it on TV.

Unlike 'can', 'can't' does **not** have a weak form. It has the same vowel sound, whether it is stressed or unstressed in a sentence.

9 Listen and decide if 'can't' is stressed or unstressed in the following sentences.









17 For each of the sentences above, write the long form of the contraction(s).

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_;
- \_\_\_\_\_;

### Put it all together

Look at the topic card below.



Describe an advertisement that you have seen / heard recently.

You should say:

- what it was for
- where you saw / heard it
- what it was like
- and explain why you remember it.

18 Think of an advertisement that you have seen or heard recently. For each of the points listed on the card, note down the words and phrases you will need.

19 Listen to a candidate talking on this topic. As you listen, choose the right answer.

- What was the advertisement for?  
toilet cleaner / toilet paper / children's toys
- Where did the speaker see / hear the advertisement?  
television / radio / Internet
- What was it like?  
serious / informative / humorous
- Why does the speaker remember it?  
the elegant music / the classical music / the rock music

20 Listen to the recording again. Look at the prompt card and make notes below.

\* What the ad was for:

\_\_\_\_\_

\* Where I saw / heard it:

\_\_\_\_\_

\* What it was like:

\_\_\_\_\_

\* I remember it because:

\_\_\_\_\_





## Focus on Part 3 of the IELTS Speaking Test

In Part 3 of the speaking test, you will be asked to give your opinion.

21 Look at the following questions and circle the word that best expresses your own opinion.

**What do you think about?**

a.	advertisements that target children and young teenagers?			
	I think that they're...	good	okay	bad
b.	advertisements that use very thin models?			
	I think that they're...	good	okay	bad
c.	advertisements that don't show the true price of the product or service?			
	I think that they're...	good	okay	bad
d.	advertisements that make the product/service appear better than it actually is?			
	I think that they're...	good	okay	bad

22 When you have finished, compare your answers with a partner. Do you agree?



23 Listen to a candidate talking about the same questions. Go back and underline the word that best expresses her opinion.

24 Listen again and complete the phrases that show she's giving her opinion. The first one has been done for you.

- a. I don't think it's...
- b. In \_\_\_\_\_, these...
- c. I \_\_\_\_\_ it's...
- d. I \_\_\_\_\_ it's...

### FLUENCY AND COHERENCE

25 Look at the questions again and answer them using the information given below and the opinion phrases from above. Work with a partner.

a. What do you think about advertisements that target children and young teenagers?

It's not very ethical.

b. What do you think about advertisements that use very thin models?

These kinds of ads are largely responsible for the low self-esteem of many young girls and women.





c.

What do you think about advertisements that don't show the true price of the product or service?

I don't believe it's always possible to show the true price.

d.

What do you think about advertisements that make the product or service appear better than it actually is?

It's not that bad.

26 Use the ideas given below and the phrases in the box to give an opinion. The first one has been done for you as an example.

I think... / I don't think...	I believe... / I don't believe...
I feel... / I don't feel...	In my opinion...

a. Big companies spend too much money on advertising

'I don't believe that advertising really influences what people buy.'

b. Television advertising reaches more people than print media.

c. Children can persuade their parents to buy things.

d. Many radio advertisements aren't very professional.

27 Look at the following questions. Note down all of the vocabulary items you will need to give your own opinion. Use the Vocabulary Bank and your dictionary to help you if necessary.

- a. What do you think about advertisements that target children and young teenagers?
- b. What do you think about advertisements that use very thin models?
- c. What do you think about advertisements that don't show the true price of the product or service?
- d. What do you think about advertisements that make the product or service appear better than it actually is?
- e. Do you think that advertising can have a negative influence on children?
- f. Do you think that the amount some companies spend on advertising is excessive?
- g. Do you think television advertising is more effective than print media?

28 Now work with a partner. Take turns to ask and answer the questions above. Make sure that you give your own opinion.