

10A Advertising

Activity 1

- A** A: Let's describe our impressions of these ads. This first ad is humorous and eye-catching, but kind of weird. What is the person doing?
B: I have no idea!

Activity 1

- B** A: Do you know which company uses the slogan "Be the first to know"?
B: Yes, the example says it's CNN. How about the second one?
A: Could that be eBay?

Activity 1

- C** A: Which slogan do you think is the most effective?
B: I think "Finger lickin' good!" is the most effective slogan. It's really true!
C: You're right! I feel like going to KFC right now.

Activity 2

- C** A: Which commercial from part A did you like the best?
B: I liked the third commercial best because it's really cute.
A: I liked the first one better. I don't know why.
B: What popular commercials do you like?
A: I like the iPod commercial. It's bright and colorful, and the dancing looks cool.
B: How about the Apple computer commercials? They're really funny. Are there any commercials you dislike?
A: I can't stand any of the car commercials. They're all the same – really boring.
B: You know what? I totally agree!

Activity 3

- A** A: Let's think of brands we know. We need six.
B: OK, how about Nike?
A: Great. And Nike's most famous products are shoes.

Activity 3

- B** A: Are famous brands important to you? Why or why not?
B: Famous brands are important, but it depends on the product. For example, I always use the cheapest batteries. I don't think there's any difference.
C: Really? I don't think cheap batteries last as long as the famous brands.
A: Think of some products. What brands do you usually choose?
B: Let's see. For jeans, I always buy Levis. I like their style, and they're really comfortable.
C: These days, I wear Edwin jeans. Edwin is a really popular brand in my country because Brad Pitt advertises them.
A: Which brands are "in" right now? Which ones are "out"?
B: Sony is "in" right now with its game console, digital cameras, and cell phones.
A: What about brands that are "out"? I can't think of any.
C: No, me, neither.

10B *Buying and selling*

Activity 1

- A** A: We have to add two more things to the list. Any ideas? How about furniture?
B: Good one! And things for the house – like towels. What do you enjoy shopping for?
A: I enjoy shopping for CDs and DVDs most of all. How about you?
B: Definitely clothes and accessories. What do you least enjoy shopping for?
A: Food. It just takes too much time. I'm making that number 12.

Activity 1

- B** A: Let's compare lists. Do we like to shop for similar or different things?
B: Well, we all like to shop for clothes.
C: Do you prefer to buy things for yourself or for other people?
D: I enjoy shopping for myself, but I also like to buy gifts for other people.
A: I don't have a preference. I just love shopping.
B: Do you like to shop alone or with other people?
C: I really don't like to shop. I prefer to spend my time doing anything else.
D: Well, I love shopping with my best friend. We always have a great time.

Activity 1

- C** A: Which type of shopper are you? Which type are your friends?
B: My friends and I are browsers. We like shopping, but we don't have much money.
C: I think my friends and I are reluctant shoppers. We hardly ever go shopping together.
A: Which type do you like to shop with? Which type don't you like to shop with?
B: I think shopping with a bargain hunter and haggler would be great. I could save lots of money!
C: That's not for me. It all takes too much time. I'd like to shop with a methodical shopper. Just buy what's on the list and move on!

Activity 2

- C** A: Which information from part A surprised you?
B: I'm surprised that the worst place for a store is near a bank.
A: What's the first thing you do when you enter a store?
B: I usually look to see what's on sale.
A: What are your favorite stores?
B: One of my favorite stores to browse in is Ben's Books.

Activity 3

- A: Which types of ads have you seen or heard recently? What were they advertising?
B: On the way to class today, I saw a billboard advertising the new model BMW.
A: Did they influence you to spend money?
B: The new model BMW looks really cool, and I'd love to buy one if I had the money.
A: What other forms of advertising are there?
B: Let's see. There are newspapers.
A: Also, there are catalogs and magazines.
B: Which forms of advertising are the most effective?
A: I think TV commercials are the most effective form of advertising. When I see a good ad, it makes me want to try the product.
B: I think subway ads are the most effective. You're forced to look at them.