

9

Entertainment and social networking

To: Employees at Galaxy Advertising
Subject: Gaming/Social Networking Markets

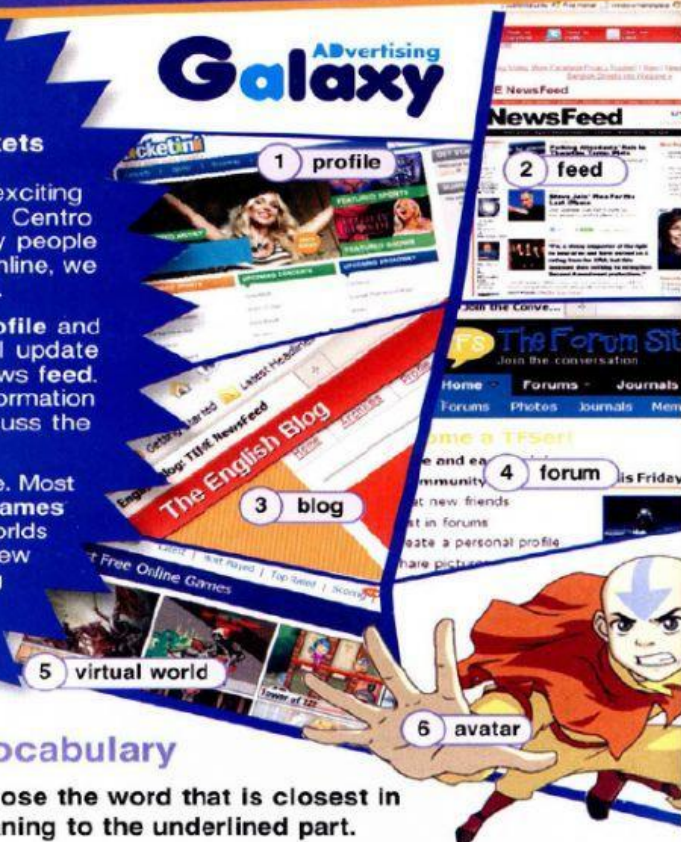
Gaming and **social networking** sites offer exciting markets for advertising the new line of Centro computers. Their popularity ensures that many people will view the ads. When people talk together online, we want them to see and discuss the new Centro.

A **social networking** site lets us create a **profile** and **handle** related to the new computer. We will update people about it in **posts** that appear in our news feed. We could also have a **link** to a **blog** with information about the Centro. People will be able to discuss the computer in a **forum** that we set up.

Gaming sites are another market we should use. Most **Massively multiplayer online role-playing games (MMORPG)** feature **virtual worlds**. These worlds allow us to create billboards that advertise our new computers. We can also create **avatars** relating to the Centro that people can interact with.

These sites present unique opportunities for marketing. Please take advantage of them when advertising the new Centro computers.

Advertising
Galaxy



Vocabulary

3 Choose the word that is closest in meaning to the underlined part.

- Jack created an image in a computer game that represents a person.
A MMORPG B link C avatar
- Put your email on your webpage with personal or identifying information.
A profile B forum C link
- Click on that word or set of words on a website or document.
A feed B link C virtual world
- Create a name that a person uses to access an account.
A handle B forum C blog
- Ask someone on the website where people can discuss topics.
A virtual world B post C forum
- New games create an online environment.
A avatar B virtual world C link
- Read this website with posts about personal activities and interests.
A handle B blog C feed
- Please leave a message on a website.
A post B MMORPG C handle

Get ready!

1 Before you read the passage, talk about these questions.

- How can social networking sites help businesses?
- Why do people use social networking or gaming sites?

Reading

2 Read the memo sent to employees at an advertising firm. Then, mark the following statements as true (T) or false (F).

- ___ Updates will appear in posts on the news feed.
- ___ Billboards in a virtual world can feature ads.
- ___ The firm created a link to a gaming site with product information.

- 4 Fill in the blanks with the correct words from the word bank.

Word BANK

gaming MMORPG feed social networking

- 1 Shadow of Doubt is a(n) _____ with many players.
 - 2 This _____ site helps you meet other professionals.
 - 3 I receive updates about products through a news _____.
 - 4 Sarah enjoys _____ and spends all her money on games.
- 5 Listen and read the memo sent to employees at an advertising firm again. Where will bloggers be able to chat about Centro computers?

Listening

- 6 Listen to a conversation between two employees at Galaxy Advertising. Mark the following statements as true (T) or false (F).
- 1 _ Angela plans to advertise the computer on a gaming site.
 - 2 _ Angela put up a post informing customers of new software.
 - 3 _ There have been no customer complaints on the forum.
- 7 Listen again and complete the conversation.

Employee 1: 1 _____ the profile?

Employee 2: There's a brief description of the computer and its features. And we'll be 2 _____ regular posts on a 3 _____.

Employee 1: What are the posts for?

Employee 2: They update customers on the latest Centro news. 4 _____, this post informs customers of new software that's available for the computer.

Employee 1: Great! Anything else?

Employee 2: We've got a 5 _____ for people to discuss the Centro.

Employee 1: What's the feedback from customers been like?

Employee 2: There have been several 6 _____ about the price. But overall the responses are very positive.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What kind of information is on the profile?

What are the posts for?

There have been several complaints ...

Student A: You want to check on an advertising campaign. Ask Student B about:

- information on the profile
- customer feedback

Student B: You are creating an advertising campaign. Answer Student A's questions.

Writing

- 9 **ICT** Collect information about a new computer and create a profile. You can visit this website:
<http://www.interviews.co.uk>

