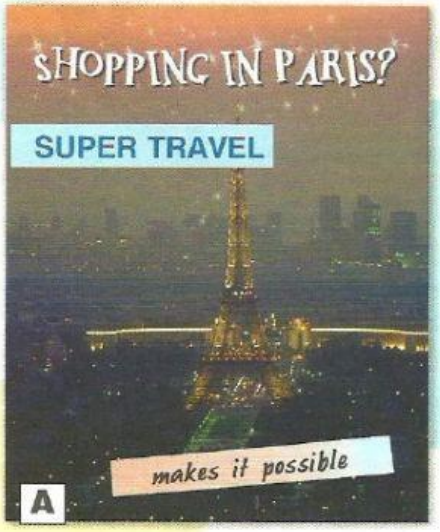
Advertising 6a

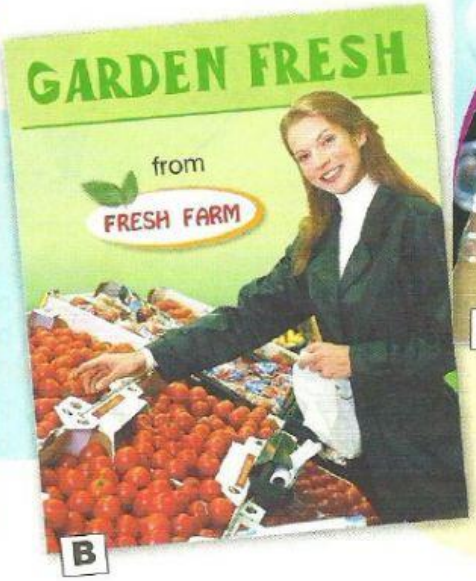
Word Power

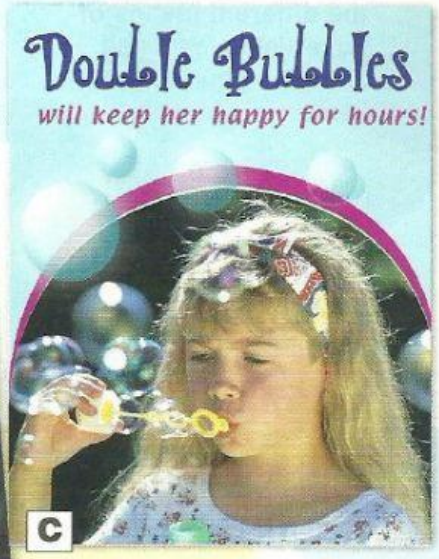
• Advertising

1 **a) Look at the pictures. Which advertisement**

- promotes an everyday product?
- is targeted at a specific age group?
- promotes a luxurious lifestyle?







b) In pairs, use the key language below and say which advertisement seems most appealing to you and why.

KEY LANGUAGE

- I *(don't)* find *(it)* very appealing
- *(this advert)* really grabs my attention
- *(the advert)* is very eye-catching
- *(the advert)* is aimed at drawing people's attention to
- *(the name of the product)* is *(not)* very catchy

► *A: The advert in picture ... really* ***grabs my attention.*** *The* ***name of the product is*** *quite* ***catchy****, too.*
B: Yes, I see what you mean. I also ***find the ad in picture ... very appealing****. It really makes you feel like ... .*

2 **Underline the item that best fits the sentence.**

1 If you want to advertise professionally, you should go to an advertising **market/agency**.
2 I was surprised at how big the **billboard/campaign** by the side of the road was.
3 Advertising is aimed at the **consumers/audience**, the people who buy the products.
4 The purpose of advertising is to **research/promote** a product and increase its sales.
5 A successful advertisement needs to be appealing to the **core/target** market.
6 Go through the **classified/commercial** ads if you're looking for a job.

LIVEWORKSHEETS

Developing your speaking skills

• Evaluating



3 **In pairs, use the table below and the useful language in the box to evaluate the different means of advertising. You can also use your own ideas.**

Means of Advertising	PROS	CONS
Newspapers	published daily, address large audiences	not catchy as newspapers are mostly black and white
Radio	can have catchy jingles, audience can do other work while listening	limited audience as radio seems outmoded, can only be heard
Magazines	targets people of different ages and interests, glossy colour prints	can be expensive - limited number or readers, published weekly/monthly
TV	combines moving, colourful images with sound, reaches a great percentage of customers	can be ignored during breaks in shows and movies
Internet	available all the time, reaches a worldwide audience, customers can shop whenever they want	must have access
Billboards	easy to see and read, can be animated so it attracts attention	found only in certain areas/places, extremely expensive

Useful language

(newspapers) would be effective/practical, *(radios)* wouldn't be of much use, *(advertising in newspapers)* can improve your *(sales)*, *(advertising on TV)* might be worthwhile, *(advertising)* could be profitable,

- *A: Advertising on the Internet **would be effective** as it reaches a **worldwide audience**, and **customers can shop whenever they want**. Don't you agree?*
  *B: You have a point, but not everybody **has access** to the Internet. To me, advertising in magazines **would be more practical** as they target people of different ages and interests.*

LIVEWORKSHEETS

Spending money 6b

Word Power

- Spending money

1 **a) Which of the following are shown in the pictures? Tick (✓).**



- clothes & accessories
- sweets and snacks
- supermarket shopping
- cosmetics & perfumes
- household bills
- CDs/DVDs
- cinemas/concerts/sporting events
- eating out
- magazines/comics
- computer games/video games

b) Look at the pictures in Ex. 1a and the key language below. What do you usually spend your money on? Tell your partner. You can also use your own ideas.

KEY LANGUAGE

- I can never resist buying ...
- I always try to save up money for ...
- I really can't afford to dish out a lot of cash on ...
- I enjoy (+ing) ...
- I'm a big spender/saver ...
- I have to survive on ...

► *I spend most of my money on clothes and accessories. **I can never resist buying** the latest fashions!*

2 **Underline the item that best fits the sentence.**

1 John **earns**/**gains** a lot of money as a lawyer.
2 How much **savings**/**pocket** money do you get from your parents a week?
3 Will you pay in **cash**/**currency** or by credit card?
4 I'm planning on using all of my **savings**/**payments** for a university degree.
5 He pays a lot of **salary**/**interest** on his credit card.
6 I can't wait to get my first **pocket**/**pay** packet.
7 She's **saving**/**paying** up to buy a new PC.
8 She **does**/**makes** a living by working as a secretary.
9 Dan **borrowed**/**lent** some money from me yesterday to buy Evanescence's latest album.
10 Unfortunately, many people **waste**/**spend** more money than they earn.

LIVEWORKSHEETS

Developing your speaking skills

• Making suggestions

3 **Imagine that your school wants to spend money on improving facilities. In pairs, use the pictures and the useful language below to decide on what would/wouldn't be appropriate. Decide on two things you think are the most important. You can also use your own ideas.**



Useful language

Suggestions/Giving reasons
A *(new science lab)* **would be rather useful because** ...
A *(tennis court)* **wouldn't be much use as** ...
A *(new library)* **would contribute to** *(our school)* **by** (+ ing) ...
Investing in a *(swimming pool)* **would be a good idea because** ...

► *A: A new science lab **would be rather useful** as our equipment is old and needs updating.*
B: I couldn't agree more. It would really improve our chemistry and physics lessons.
A: ...

LIVEWORKSHEETS

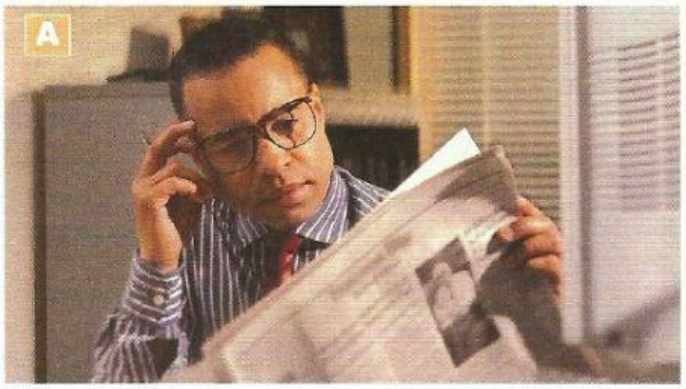
Speaking Test 6

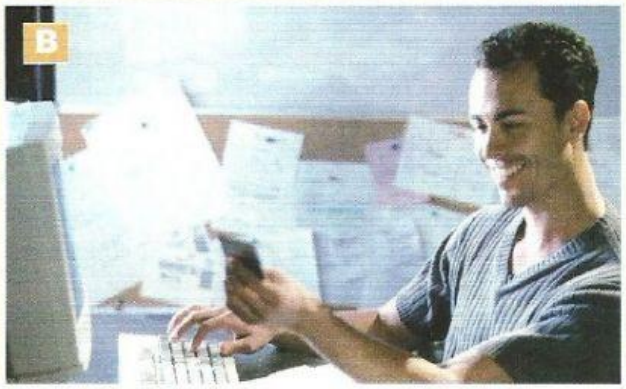
Part 1 Giving Personal Information (3 minutes)

- What kind of music do you listen to?
- Do you use the Internet?
- What do you enjoy doing in your free time?

Part 2 Monologue (4 minutes)

Which means of advertising would be more suitable for a new product?





Candidate A: Compare the pictures and say **which means of advertising would be more suitable for a new product.** (1 minute)

Candidate B: Which means of advertising would be more likely to reach teenagers? (20 seconds)

How can these forms of pollution be controlled?





Candidate B: Compare the pictures and say **how these forms of pollution can be controlled.** (1 minute)

Candidate A: Which of these environmental problems concerns you most? (20 seconds)

Model Interview:

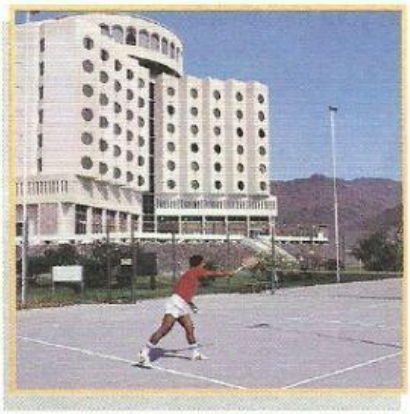
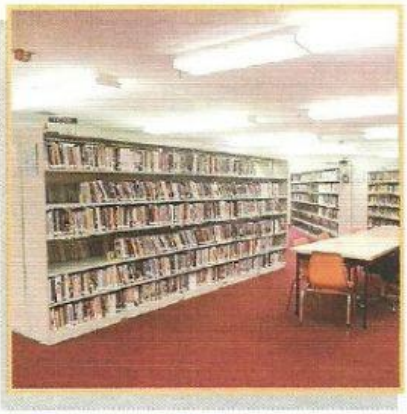
Listen to two candidates doing the speaking task in Part 2. What reasons does each candidate give to support their answers?

LIVEWORKSHEETS

Part 3 Decision making (pairwork) (3 minutes)

Your local town council has extra funds and wants to improve the area. Here are some suggestions on how the money can be spent.

- Which suggestions do you think would be the best/worst?
- Which two suggestions should the town council spend the money on?




Part 4 Discussing in pairs (4 minutes)

- Which of the above suggestions would help to improve your area?
- Do you think enough money is spent on theatre and the arts in your area?
- Do people have enough say on how public money is spent?
- Is it a good idea to charge admission to museums and art galleries, or should they be free of charge?
- In your opinion, what is the best way to save money?

Model Interview:

Listen to two candidates doing the speaking task in Parts 3 and 4 and answer the questions.

Part 3 1 Which suggestions for the area do the candidates think are the worst? Which two do they finally choose?

Part 4 2 Do the candidates think it is a good idea to charge admission to museums and art galleries, or not? What reasons do they give to justify their answers?

3 How important do the candidates feel it is to have parks in urban areas? What reasons do they give to justify their answers?

LIVEWORKSHEETS