LISTENING



eTalks - The Secrets of Food Marketing

Taken from: https://www.youtube.com/watch?v=mKTORFmMycQ

You are going to watch a video about three important aspects that food marketing companies never publish. Watch the video carefully and complete the notes below about it.

a. The consultant is talking about the **(1)** _____ industry and she emphasises on how they make general consumers want to buy what they buy. She also gives an example of a cereal "Shreddies" which is very popular in **(2)** _____ and _____. She says the marketers **(3)** _____ the product using diamond shape in the product.

She affirms that an important **(4)** _____ in food was made in the 1950s and it was the instant mix cake and the main **(5)** _____ felt it was cheating, so they added water and eggs.

In the central part of her lecture, she talks about chickens, pigs and cows. She presents a picture showing the conditions how the chickens are reared.

She talks about the three techniques the marketing consultants use to sell more products. Technique number one is: **(6)** _____ and one of them is **(7)** _____ although that's not exactly truth.

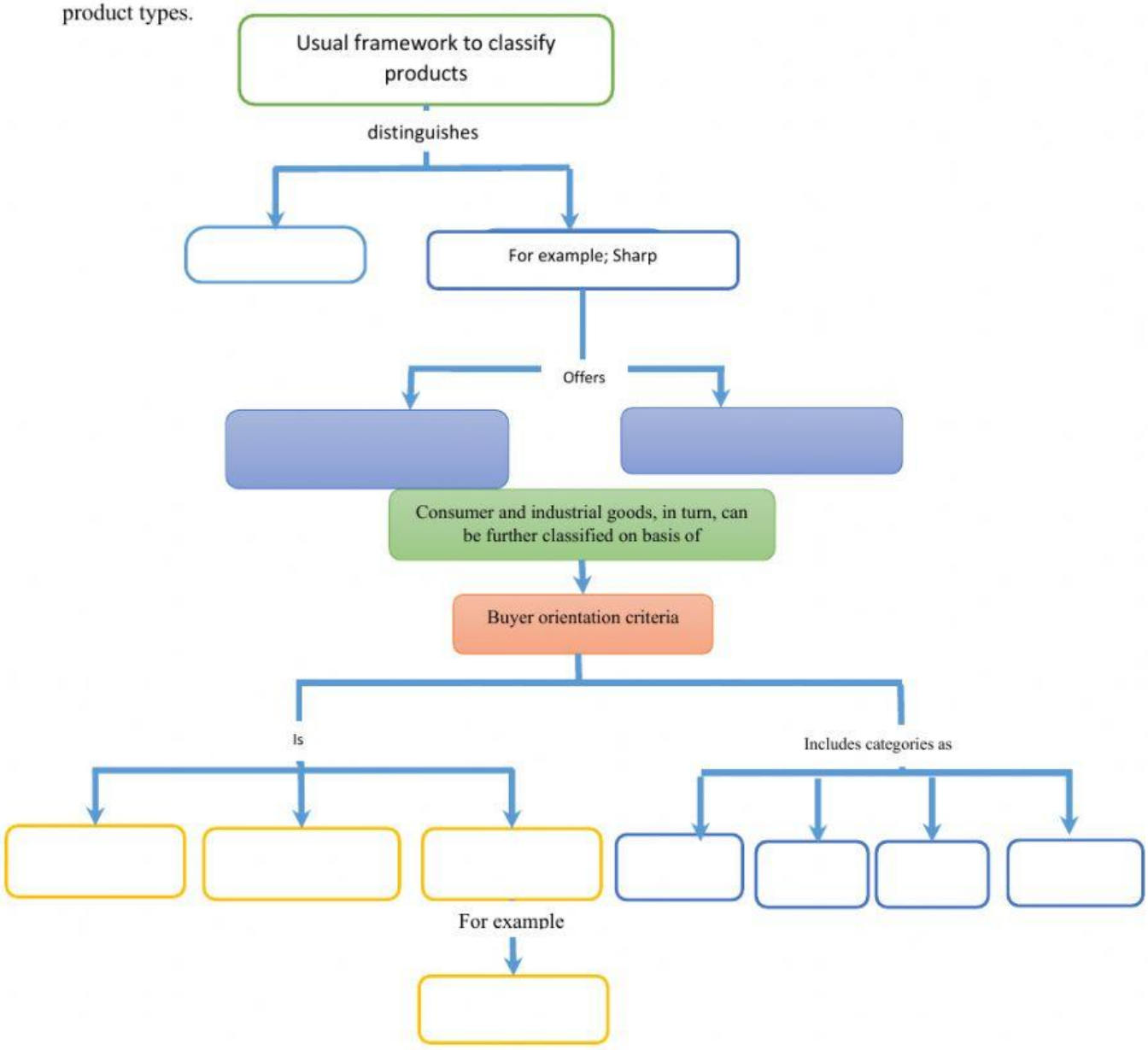
The second technique is **(8)** _____ and she present some pictures to show it. She confesses that they use the right words to focus the conversation the way they want it to, so the public feel comfortable about what they are seeing and so the future consumers.

LIVEWORKSHEETS

The final "secret weapon" she talks about is: **(9)** _____ through the power of wilful ignorance, which is expanded in massive scale because everybody is prepared in an opposite way to look at products.

LIVEWORKSHEETS

4. Read the information supplied in paragraph 3 (product type) to complete the following chart about product types.



LIVEWORKSHEETS

3. Read the text carefully and choose the word that best fits each of the sentences below

a. The term "entail" in paragraph 1 line 4 is closest in meaning to ____

1. impose 2. need 3. imply 4. mean

b. The word framework in paragraph 3 line 1 means____

1. structural term 2. famous part 3. known idea 4. basic structure

c. The word overtake in paragraph 4 line 7 can be replaced in context by ____

1. develop more quickly 1. perform in a better way

3. represent correctly 4. become better

d. Hallmark in paragraph 5 line 1 is closest in meaning to ____

1. The part of business activity concerned with buying and selling goods in competition with others.
2. An idea, method, or quality that is typical of a particular person or thing
3. The amount of a substance that is contained in something, especially food or drink
4. An official instruction that says how things must be done or what is allowed

e. The word retailers in the last paragraph line 3 CANNOT be replaced in context by ____

1. Someone whose job is to choose and buy the goods for a shop or company
2. The person with the most authority in a large company
3. A person or business that sells goods to customers in a shop
4. A tradesman who sell products in big quantities

LIVEWORKSHEETS