10 Because You're Worth it!



Reading

A To what extent do you trust the following forms of advertising? Discuss with a partner.

- Pop-up adverts
- Adverts on TV
- Brand sponsorships
- Adverts in search engine results
- Consumer opinions posted online
- Recommendations from people you know

B How do you feel about advertising? Discuss with a partner. Use the ideas below to help you.

It isn't truthful There's too much of it It's clever and entertaining It's annoying and distracting

C Quickly read the text. Why do followers trust celebrity endorsements on social media?

The Social Media Product Placement Juggernaut

by Leah Burnett

Social media is the air that celebrities breathe. No other platform can keep them so relevant in the cut-throat business of fame. But beyond satisfying their need to connect with the public, social media is also helping to fill bank accounts. To maintain their fabulous lifestyles, celebrities can turn to social media where the world of Instagram and influencer marketing awaits. And what a lucrative world it is. 1

So what do we know about specific rates for social media posts? Mid-level reality TV stars can earn anywhere from $1,000 to $20,000 for a brand sponsored Instagram post. This can go as high as $50,000 for a TV sitcom star. That's a lot of money, but relatively low compared to the current crop of It-girl models who can command up to $300,000 for a single Instagram post, or an A-list actor who can receive up to $500,000. 2

Although celebrity endorsements have been around for as long as advertising itself, their foray into social media is new territory. Traditional print and TV advertising is replete with famous faces pushing products we doubt they use or consume, but there is an understanding that we accept the falsehood because we know the game, we know they've been paid. The pseudo-ads posted as selfies on Instagram or Twitter, however, usually contain no clear indication that money has changed hands, despite the fact that, in many cases, it's legally required to do so. 3

Beginning enthusiastically with 'OMG', the original post was liked online by hundreds of thousands of followers. There was no doubt that she had actually used the medication, as it had been prescribed by her doctor. But had she included the mandatory information, it would have given the very distinct, and true, impression that it was a promotion. Ever mindful of her public image, she was aware this may not go down well with her followers. For her sins, she was forced to remove her gushing reviews from Instagram, Twitter and Facebook, and repost with a huge risk disclaimer. 4

Celebrities love social media because it helps them to build some semblance of authenticity and social intimacy with fans. First they create an image of openness and honesty with their online followers and then they exploit it in their sponsored posts. One star, for example, recently confided that her 'secret' to staying trim was a certain weight loss tea. A photo of her looking slim and healthy, holding a cup of the miraculous fat-melting infusion was there for all to see. No mention was made of frequent, gruelling sessions with a well-paid personal trainer. A clearly sponsored post – though honest – would have dismantled her credibility. 5

As advertising professionals will tell you, that is exactly the goal of any ad - to sell an idea or a desirable lifestyle, and it doesn't even have to be true or attainable. The personality vouching for the product isn't even required to actually use it. All that needs to happen is for consumers to want some glamour and coolness to rub off on them. That is how advertising works. But this sneaky new form of celebrity endorsement, with its camouflaged product promotions requires consumers to completely suspend belief in order to place their trust in someone with an agenda. 6

As such, the language has to be just right, peppered with the kinds of casual terms friends use with each other. Celebrities 'swear by' a new skincare product, are 'in love with' a new coconut water, 'can't live without' a new protein shake. The more cynical among us might question the true author of these snappy captions – is it the paid influencer or has the brand's marketing department come up with the text and tailored it to the target audience? Because the audience is what it's all about. Keeping it is important, but first it has to be found. 7

So far, it's been a very successful strategy, and as long as a supply of famous faces are willing to accept cash for comments, the use of social media as a unique advertising tool won't be going away any time soon.



LIVEWORKSHEETS

D **Read the *Exam Close-up*. Then complete the *Exam Task* below.**

Exam Task

You are going to read an extract from a magazine article. Seven paragraphs have been removed from the extract. Choose from the paragraphs **A – H** the one which fits each gap (**1 – 7**). There is one extra paragraph which you do not need to use.

A For that kind of money, celebrities are happy to plug a product hard. Juice cleanses, meal replacement regimes, weight-loss teas, waist shapers, teeth whitening kits – they comprise a range of categories that are perfectly suited to the highly narcissistic nature of the medium that is social media, requiring nothing more than a love of selfies and a complete lack of shame. The questionable efficacy of the products is no deterrent to the blatant money-grab.

B Advertising is powerful and its manipulation runs deep when consumers are gullible to such marketing ploys. The endorsements – casually slipped in between a candid photo with a beloved pet and a carefree snap with a close friend, for example – make unwitting followers feel that this product is simply a part of the celebrity's daily life, and that they should make it a part of theirs too. They want it, and at that point, they're hooked.

C Advertisers have a major responsibility to inform celebrities, bloggers and anyone else they're paying to push a product that appropriate disclosures need to be made. Advertising should be identifiable as advertising so that consumers know when they're hearing a marketing pitch versus an independent viewpoint.

D Disclosure with regards to medication is one of these instances. An American celebrity got into hot water with the U.S. Food and Drug Administration for promoting a medication without providing information about possible side effects. The FDA, which is responsible for protecting public health through the regulation and supervision of a range of products including dietary supplements, prescription and over-the-counter medications, took a very dim view of this.

E The beauty of influencer marketing for brands is that they don't have to build their target audience from scratch – something which is costly and time-consuming as it involves extensive market research. Social media influencers already have a devoted fan following, so half the job has already been done. Once the influencer has been chosen, it is just a matter of getting the followers to support the brand, talk about it themselves to others, and buy the products.

F Make no mistake - they are raking it in. Even those who are no longer as famous as they once were can be offered tantalising amounts by companies to promote products on the main personal social media platforms – Instagram, Twitter and Facebook. The uber-famous with the largest followings are making money hand over fist, and the amounts are staggering.

G But what makes people susceptible to such influence? When asked, consumers said they trusted celebrities over brands. The problem with branded marketing content is that it is biased; influencer marketing, on the other hand, does not come across as an overt marketing attempt. Instead, it looks like a recommendation from a trusted friend.

H Besides failing to list the downsides of the product, the celebrity fell foul of the law by not being explicit about the fact that she was paid to make the post. There are rules about this sort of thing, too. Celebrities receiving payment to promote a product on their platforms are required to tag the post #ad or #sponsored – something to indicate that a monetary transaction has taken place in return for their endorsement. So what's preventing them from adding those few letters?

Exam Close-up

Reading all of the missing paragraph content

- It's important to read all of the text in the missing paragraph before you decide whether or not it is the correct answer.
- The first sentence may seem to flow on logically from the paragraph above it, but if you read on, you may find that in actual fact, it does not fit.
- Make sure that the end of the inserted paragraph links to the paragraph following it.

E **Find these words in the text. Read them in context and match them to their meanings.**

1	candid	a	egocentric
2	gushing	b	full
3	narcissistic	c	honest
4	overt	d	effusive
5	replete	e	obvious
6	tantalising	f	tempting
7	unwitting	g	not aware

Ideas Focus

- What do you think of celebrity endorsements?
- Do you think that ads create a desire for more and more material possessions? Why? / Why not?



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One of Disney's universally known advertising brands is Mickey Mouse

Vocabulary

A **Complete the sentences with the words.**

billboards caption copy demographics infomercials jingle materialism merchandising momentum telemarketing

1 I can't stand _____ ! I don't want to be pestered at home by people selling goods I don't want.
2 What a terrible _____ that is, and what's worse, I can't seem to get it out of my head.
3 Sports clubs, film franchises and musicians can generate millions of dollars through a wide variety of _____ .
4 I think it's really sneaky the way _____ look like news programmes when, in fact, they're just advertisements.
5 We're looking for some fresh talent, people who can write memorable _____ for our print advertisements.
6 What can be discerned in the advertising of many luxury brands is the promotion of vanity and _____ .
7 Before launching a product it is vital to gather information on the _____ of consumers, such as their age.
8 Driving into or out of the metropolis, you cannot fail to notice the large _____ lining the motorways.
9 The advertising campaign for the car gained _____ when an actor become the new face of the company.
10 The photo _____ contained a typographical error that no one had noticed before the promotional leaflets were printed.

B **Circle the correct words.**

1 **A:** Did you manage to find an affordable washing machine?
B: Yes, I looked in the classified / column ads and found just the model I was after.
2 **A:** Hopefully, the new ad campaign will increase our selling / market share.
B: It'll be hard, though. The competition is really strong.
3 **A:** We're going to start the promotion with a leaflet / paper drop.
B: OK, we'll need to find people who can deliver locally.
4 **A:** How big is our TV advertising budget for the new juice extractor?
B: It's not big enough for high / prime time, if that's what you want to know.
5 **A:** We need maximum exposure for the new smartphone.
B: How about the centre spread in the weekend edition / version of the Daily News?
6 **A:** Plumbing supplies appeal to a very specific audience.
B: That's why we're only going to advertise in profession / trade papers.

C **Write the verbs below under the correct heading in the table according to their meaning.**

cajole coax endorse entice hype induce lobby lure pitch pull push sway tempt tout woo

Attract	Influence/Persuade	Promote

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Prepositions

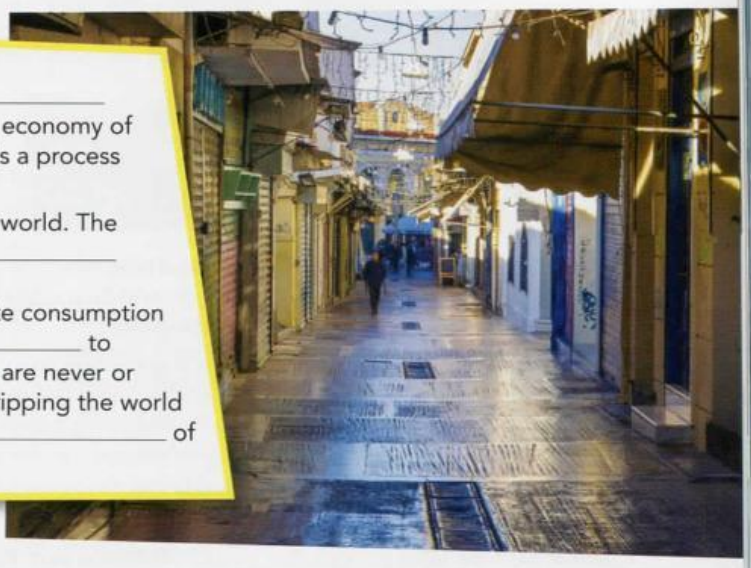
D **Complete the text with the words.**

accounts amounts degree driven equated essence expense geared

Consumerism

The global economy is growing, and we have **(1)** _____ growth with ever-increasing consumption. In fact, the entire economy of the developed world is **(2)** _____ to it, and it is a process that is **(3)** _____ by saturation advertising.

Our greedy appetites are having a terrible impact upon the world. The quality of life enjoyed by the rich comes at the **(4)** _____ of the poor. A small percentage of the world's population **(5)** _____ for the vast majority of global private consumption expenditure. Of this, wasteful consumption **(6)** _____ to billions of dollars annually spent on goods and services that are never or hardly ever used. In **(7)** _____ , the rich are stripping the world of its resources and leaving nothing for the poor. A **(8)** _____ of restraint is clearly in order.



Word formation

E **Complete the sentences with the words in bold in the correct form.**

1 A _____ celebrity featured in an advertising campaign can increase product sales.
CHARISMA

2 It's _____ of that singer to champion environmental issues when he flies around in a private jet.
HYPOCRITE

3 I believe that Western culture places far too high a value on material _____ .
ACQUIRE

4 The way that advertisers and marketers play on people's insecurities is thoroughly _____ .
MANIPULATE

5 Part of the promotion included a _____ conditioner with every bottle of shampoo sold.
COMPLIMENT

6 Surely it's _____ for the company to claim its product has health benefits when it doesn't.
FRAUD

Phrasal verbs

F **Match the underlined phrasal verbs with their meanings. Write the correct letter a–h in the box.**

1 The salesman went on and on about the product; in the end, he <u>wore me down</u> and I bought it. ☐
2 We were completely <u>sucked in</u> by his charming manner and had no idea he had ripped us off. ☐
3 If we don't all <u>get behind</u> this advertising campaign, it's never going to be successful. ☐
4 The editor is against the idea of using a top model for the shoot, but I think I can <u>talk her into</u> it. ☐
5 The only time I <u>splash out</u> is during the sales when the promotions are too good to refuse. ☐
6 It wasn't until the final debate that the politician was able to <u>win over</u> the voters. ☐
7 Whenever you <u>flick through</u> a fashion magazine, you see the same vacant look on the models' faces. ☐
8 The current financial crisis has <u>ruled out</u> any chance of the retail industry making a recovery. ☐

a use argument to persuade someone
b prevent something from happening
c overcome someone by persistence
d persuade someone to finally agree with or support you
e support someone or something
f look quickly at the pages of something
g cheat or deceive someone
h spend a lot of money

LIVEWORKSHEETS

10 Because You're Worth it!

G **Read the *Exam Close-up*. Then complete the *Exam Task* below.**

Exam Task

For questions **1 – 8**, read the text below and decide which answer (**A**, **B**, **C** or **D**) best fits each gap.

Keeping up with the Joneses

'Keeping up with the Joneses' is an idiom that originated in a twentieth century American comic strip called 'Keep Up With The Joneses'. The strip was a **(1)** _____ that made fun of people who strive beyond their **(2)** _____ to keep up socially and financially with others in their social circle or neighbourhood.

These days, not much has changed. The comparison to others as a **(3)** _____ for social class continues, and is being driven by a variety of factors, including prolific advertising and easy credit to **(4)** _____ consumers.

But in order to fund their lifestyles, people are increasingly **(5)** _____ to work longer hours each week. This 'work-and-spend' trap has now become an inescapable part of life.

Can the cycle be **(6)** _____ ? Perhaps not. Were we all to **(7)** _____ reduce our consumption, the economy would tank and jobs would be lost. There would be a recession, perhaps even a **(8)** _____ .

1	A	scorn	B	satire	C	ridicule	D	sarcasm
2	A	means	B	assets	C	finances	D	resources
3	A	guideline	B	benchmark	C	pattern	D	point
4	A	lobby	B	endorse	C	hype	D	entice
5	A	bullied	B	prevailed	C	compelled	D	intimidated
6	A	fractured	B	snapped	C	split	D	broken
7	A	collectively	B	commonly	C	jointly	D	mutually
8	A	repression	B	depression	C	desolation	D	decline

Exam Close-up

Coping with unknown words

- For each gap, look at all the options and assess whether you know the meanings of all four.
- Try the words that you do know in the gap first to see whether they fit.
- If you have eliminated the words you know, look again at the unknown words. Try them in the gap and decide whether they sound plausible.



Ideas Focus

- Are you influenced by a desire to have the same or better possessions than your peers? Why? / Why not?
- When a leading consumer brand executive said that western countries have reached 'peak stuff', what do you think he meant? Do you agree? Why? / Why not?



LIVEWORKSHEETS



Review 5 Units 9 & 10

A

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap.

How independent are today's young adults?

In the past, young adults **(1)** ___ up fast. Eager to **(2)** ___ out on their own, many supported themselves financially while still at university. Others entered the workforce upon leaving school, saved up the money for a(n) **(3)** ___ and – once they had it – moved out of the family home and into their first rental property.

However, the results of a government study indicate that there is less urgency among today's 20 to 24-year-olds to become **(4)** ___ . Admittedly, the global economic downturn and resultant unemployment can in large part **(5)** ___ for their hesitation to leave the nest.

Another study asked undergraduates if they knew how to budget before joining the **(6)** ___ of young people living independently at university. Almost 70 per cent said they didn't. Many were **(7)** ___ about being irresponsible with their student loan. Nearly a third admitted to **(8)** ___ out too frequently and spending it all within just a few months of receiving it.

1	A brought	B came	C grew	D raised
2	A lean	B rule	C stand	D strike
3	A agency	B deposit	C landlord	D utility
4	A autonomous	B liberated	C self-sufficient	D sovereign
5	A account	B credit	C explain	D excuse
6	A unions	B collectives	C demographics	D ranks
7	A candid	B sincere	C genuine	D natural
8	A gushing	B splashing	C giving	D handing

B

For questions 9–16, read the text below and think of the word which best fits each space. Use only one word in each space.

Sweatshops

Poor working conditions, long hours and low wages are **(9)** _____ millions of children endure in unregulated garment factories. Known as sweatshops, these facilities are common in developing countries **(10)** _____ labour laws are often not enforced. A factory can be **(11)** _____ more than a room with ten or so sewing machines. The children, most of **(12)** _____ do not attend school, undertake a number of sewing tasks such as stitching labels into clothes.

They scrape a living in order to support **(13)** _____ and their families. Working six or sometimes seven days a week from sunrise to sunset, they sleep, eat and shower at the factory which, **(14)** _____ essence, is their home. The practice amounts **(15)** _____ child exploitation and denies them any hope of a brighter future since it is done at the **(16)** _____ of their education. But until there is an end to the grinding poverty that exists in some countries, child labour in sweatshops is likely to continue.

LIVEWORKSHEETS



Review 5 Units 9 & 10

C

For questions 17–24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the space in the same line.

Marketing sugar

Perhaps one of the biggest scams perpetrated on **(17)** _____ consumers has been the marketing of sugar-laden products as healthy choices. By focusing our attention away from the harmful ingredient, advertisers avoid making outright **(18)** _____ claims. Fruit juices are 'full of vitamins' and breakfast cereals contain 'all-important fibre'. It can't be denied that vitamins and fibre are **(19)** _____ to a healthy, balanced diet; high levels of refined sugar added to virtually all processed foods, are not. A glance at the **(20)** _____ labelling information on products reveals just how much of the harmful substance they contain. Despite this readily available information, we continue to purchase **(21)** _____ sweet foods and beverages. Rising obesity levels are a **(22)** _____ of this consumption. Since excess weight can significantly increase the risk of disease, we would do well to ignore the **(23)** _____ marketing that surreptitiously influences our food preferences and **(24)** _____ patterns.

WIT

FRAUD

DISPENSE

OBLIGATE

TANTALISE

MANIFEST

MANIPULATE

CONSUME

D

For questions 25–30, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between three and eight words, including the word given.

25 The boss lets Emma do whatever she likes, which I find annoying.
DEVICES
The boss _____ , which I find annoying.

26 Giving you that information is not something I can do.
LIBERTY
I _____ you that information.

27 I was persuaded by the salesman to purchase this phone.
TALKED
The salesman _____ this phone.

28 A lot of the items that were popular with shoppers were known brands.
MANY
The items, _____ were known brands, were popular with shoppers.

29 She asked for directions because she didn't know where the building was.
KNOWING
_____ , she asked for directions.

30 Perry was very pleased when they chose him to fill the position.
HAVING
_____ , Perry was very pleased.

LIVEWORKSHEETS