

# Advertising and Consumers

## PREVIEW

### 1 Answer the questions.

1. Do you have a favorite TV commercial, billboard, magazine ad, or radio ad?

What product is it for? \_\_\_\_\_

2. Describe the ad. What type of ad is it? What do you like about it?

3. Do you use the product? Why or why not?

### 2 What advertising have you been exposed to recently? List the brands or products you remember for each type of advertising.

TV commercials: \_\_\_\_\_

Internet pop-ups: \_\_\_\_\_

Magazine ads: \_\_\_\_\_

Billboards: \_\_\_\_\_

Radio ads: \_\_\_\_\_

Ads on trains, buses, or blimps: \_\_\_\_\_

Now look at your lists. Which is the most effective way for advertisers to get their messages to you?

### 3 Which expressions are positive reactions to a product? Which are negative? Check positive or negative.

	positive	negative
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1. Now that's something I'd like to get my hands on.	<input type="checkbox"/>	<input type="checkbox"/>
2. Sounds like a waste of money to me.	<input type="checkbox"/>	<input type="checkbox"/>
3. I think it could really come in handy.	<input type="checkbox"/>	<input type="checkbox"/>
4. You've got to be kidding.	<input type="checkbox"/>	<input type="checkbox"/>
5. What on earth for?	<input type="checkbox"/>	<input type="checkbox"/>

## LESSON 1

4 Read each statement and then suggest the best place for each person to shop in your city or town. Use the vocabulary from Student's Book page 76.



I want to pick up some cheap sunglasses before we go sightseeing today. It would be a waste of money to buy designer ones. I'd just lose them!



I'd like to get some coffee, take a walk in this beautiful weather, and check out the new fall fashions.

1. *The open-air market on Fifth Street would be a good bet, if you don't mind haggling.*

2.



I've been saving up for a new digital camera. I'd like to check out a couple of different places before I buy one.



I don't really need anything, but I wouldn't mind just looking around. I actually find shopping relaxing.

3.

4.

5 Look online for something you're interested in buying. Record the prices you find on different websites. Comment on shipping costs, available brands, customer service, etc.

What are you shopping for?

Any particular brand?

Website:

Price:

Comments:

Website:

Price:

Comments:

Website:

Price:

Comments:

Which website has the best buy?

**6** Reading. Read the advice on shopping in Tokyo. Then complete the statements and answer the questions.

## TOKYO SHOPPING GUIDE

Below are descriptions of some of the best places to shop in Tokyo.

### SOUVENIRS

#### "100-Yen" Shops

You can find 100-yen shops around many train stations and in some shopping areas. 100-yen shops are stores where most items cost 100 yen or less. In 100-yen shops, you can buy chopsticks, tableware, fans, kites, origami paper, calligraphy sets, "Hello Kitty" items, and much, much more! If you're looking for cheap souvenirs, 100-yen shops are the places to go.

#### Nakamise Shopping Arcade

This colorful, lively outdoor shopping street leads to the oldest temple in Tokyo. The walkway has been lined with souvenir shops



and local food stands for centuries. You'll find paper umbrellas, kimonos, rice cakes, sweets, and much more. Prices are, for the most part, reasonable.

#### Oriental Bazaar

Oriental Bazaar is the largest and most famous souvenir shop in Tokyo. It has four floors, and the higher you go, the more expensive the items get. Here you can satisfy all of your gift-giving needs at reasonable prices.

### ELECTRONICS

#### Akihabara

Looking for the latest electronic gadgets? Check out the Akihabara district. It's the place to find the newest cell phones, TVs, manga anime CD-ROMs, even miniature robot pets. And it's one of the few places in Tokyo where you can try haggling.

### CLOTHING AND ACCESSORIES

#### Ginza

The Ginza is a famous high-end shopping district in Tokyo. It's full of upscale department stores and expensive designer boutiques. The fashions tend to be more conservative here. For younger and trendier styles, go to Shibuya or Harajuku.

SOURCE: [www.tokyoessentials.com](http://www.tokyoessentials.com)

1. \_\_\_\_\_ are the best places to find inexpensive souvenirs in Tokyo.
2. Bargaining is generally not a part of Japanese shopping culture, but one place where it's acceptable is \_\_\_\_\_.
3. At \_\_\_\_\_, you might find a plastic samurai sword that's a steal in the basement and a traditional kimono that's a good deal on the top floor.
4. Prices are a bit steep here. If you're looking for a bargain, \_\_\_\_\_ is probably not the place to shop.
5. To pick up a few souvenirs, try some local snacks, and do a little sightseeing at the same time, \_\_\_\_\_ is a good bet.
6. Of the places listed in the guide, where would you be most interested in shopping? Why?  
\_\_\_\_\_  
\_\_\_\_\_
7. Where would you like to browse? Why?  
\_\_\_\_\_  
\_\_\_\_\_

## LESSON 2

7 Think of something that happened to you or that you heard about recently that blew you away, got on your nerves, cracked you up, or choked you up. What was it? Why did it make you feel that way?

8 Complete each sentence with the passive form of a gerund or an infinitive. Use verbs from the box.

ask	entertain	ignore	treat
call	force	inform	

1. Pam doesn't want \_\_\_\_\_ about new products.
2. Alex can't stand \_\_\_\_\_ by telemarketers.
3. I enjoy \_\_\_\_\_ by funny commercials.
4. We hate \_\_\_\_\_ to watch ads before movies.
5. I appreciate \_\_\_\_\_ to join this company.
6. Scott hates \_\_\_\_\_.
7. My daughter dislikes \_\_\_\_\_ like a baby.

9 How do you feel about these forms of advertising? Write sentences with passive forms of gerunds or infinitives. Use verbs from the box or your own verbs.

can't stand	don't appreciate	like	prefer
dislike	don't like	love	resent

1. Spam: *I don't appreciate being sent e-mail ads that I don't want.*
2. Ads before movies: \_\_\_\_\_
3. Pop-up ads: \_\_\_\_\_
4. Direct mail: \_\_\_\_\_
5. Telemarketing calls: \_\_\_\_\_
6. Magazine ads: \_\_\_\_\_
7. Free product samples: \_\_\_\_\_
8. Product placement in movies: \_\_\_\_\_

## LESSON 3

### 10 Complete each sentence with a word from the box.

endorse      imply      promote      prove

1. My kids are really going to want to get their hands on those sneakers now that their favorite baseball player has agreed to \_\_\_\_\_ them.
2. I would buy the more expensive brand of toothpaste if the company could \_\_\_\_\_ that it's more effective at fighting cavities.
3. I heard First Choice Pizza is giving away free slices tonight to \_\_\_\_\_ its chain of restaurants.
4. The ads \_\_\_\_\_ that their competitor's cars are unsafe.

### 11 Look again at the list of advertising techniques on Student's Book page 80. Can you think of ads that use these techniques? Complete the chart for as many of the techniques as you can.

In 1991, the Swedish government banned advertising directed at children under the age of twelve.

SOURCE: [www.en.wikipedia.org](http://www.en.wikipedia.org)

Advertising Technique	Product	How the technique is used
<b>Example:</b> Provide facts and figures	ZX-10 MP3 player	The manufacturer states how many songs it holds, how little it weighs, and how many hours it can play.
1. Provide facts and figures		
2. Convince people to "join the bandwagon"		
3. Play on people's hidden fears		
4. Play on people's patriotism		
5. Provide "snob appeal"		
6. Associate positive qualities with a product		
7. Provide testimonials		
8. Manipulate people's emotions		

Which of these techniques do you think is most effective? Why?

## LESSON 4

### 12 Reading Warm-up. Answer the questions.

1. Do you enjoy shopping? \_\_\_\_\_
2. Do you feel comfortable shopping alone? \_\_\_\_\_
3. How often do you go shopping? \_\_\_\_\_
4. What do you buy for yourself? \_\_\_\_\_
5. Do you see a difference between men's and women's attitudes toward shopping? \_\_\_\_\_

### 13 Reading. Read about the shopping habits of North American men.

## Shift in North American Men's Shopping Habits

According to a study commissioned by the men's magazine *GQ*, the shopping habits of North American men are changing significantly. In contrast to the traditional image of men as unwilling shoppers who aren't comfortable shopping for their own clothes, the new findings suggest that men now shop as a leisure activity, and that they make the majority of their own clothing purchases.

Men are becoming independent and more confident shoppers. They're well-informed, willing to shop alone, and no longer dependent on their wives, girlfriends, or sisters to make their purchasing decisions for them.

In addition, the study found that men shop more often than in the past and are increasingly likely to buy certain products for themselves—especially

electronics, casual clothing, watches, and fragrance or grooming products.

Among the findings of the 2005 survey:

- 84 percent of men purchase their own clothes—compared with 65 percent in 2001.
- 52 percent of the surveyed stores reported having male customers who shop at least once a month—compared with 10 percent in 2001.
- Male customers shop at the surveyed stores an average of 18 times a year—compared with 5 times a year in 2001.
- Men's tendency to purchase products for themselves increased most for electronics (64 percent increase), casual clothing (62 percent), men's watches (53 percent), and fragrances/grooming products (50 percent).
- The average age of male apparel shoppers is 30–39.

SOURCE: [www.men.style.com](http://www.men.style.com)

### Now answer questions about the article.

1. According to the study, how are the shopping habits of North American men changing?

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2. Do you think men's shopping habits are changing in a similar way in your country? Try to give examples to explain your answer.

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3. Do you think the shift in men's shopping habits described in the article is a positive or a negative development? Explain your answer.

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**14** Reading Warm-up. Answer the questions.

1. What country do you think does the most online shopping? \_\_\_\_\_
2. What do you think is the most popular online purchase? \_\_\_\_\_

**15** Reading. Read about Internet shopping habits.

## *Upward Trend in Global Online Shopping*

**A**ccording to a recent survey by AC Nielsen, more than 627 million people—one-tenth of the world's population—have shopped online. Books were the most popular purchase, with 212 million people reporting books as among the last three items they bought on the Internet. Books were followed by DVDs and video games, airline tickets, clothing/shoes/accessories, CDs and music downloads, electronic devices, computer hardware, and hotel reservations and tour bookings.

Among the 21,000 people from North America, Europe, Latin America, the Asia Pacific region, and South Africa who were surveyed, the Germans and the British turned out to be the world's most frequent online shoppers. In the month before the survey,

Germans made an average of seven purchases, Britons six. In general, European countries had the highest average purchases, followed by Canada and Asian Pacific countries, with an average of five. U.S. online shoppers made four purchases on average. Latin American shoppers made the fewest purchases, an average of three.

Why do European consumers shop online? One of the main attractions of Internet shopping for Germans is the ability to buy at any time of the day or night, as store hours in Germany are limited by law. British consumers similarly cite convenience, while Italians think online shopping is fun (according to a survey by GfK Ad Hoc Research Worldwide).

In countries with widespread Internet access, some reasons people give for *not* shopping online include the expense of surfing, nervousness about using credit cards online, worries about companies collecting information about their shopping likes and dislikes, and reluctance to purchase goods from retailers they don't know.

SOURCES: [www.home.businesswire.com](http://www.home.businesswire.com), [www.clickz.com](http://www.clickz.com)

**Now answer the questions.**

1. Were you surprised by the most popular online purchase? \_\_\_\_\_
2. Why do you think people buy more books than any other product online? \_\_\_\_\_
3. Do any of the reasons listed for *not* shopping online concern you? Why or why not? \_\_\_\_\_

**16** Complete the chart by listing some advantages and disadvantages of shopping online.

Advantages	Disadvantages
<i>It's easier to comparison shop.</i>	

**17** Check the items that you have purchased online.

<input type="checkbox"/> books	<input type="checkbox"/> CDs or music downloads
<input type="checkbox"/> DVDs or video games	<input type="checkbox"/> electronic devices
<input type="checkbox"/> airline tickets	<input type="checkbox"/> computer hardware
<input type="checkbox"/> clothing / accessories / shoes	<input type="checkbox"/> hotel reservations or tour bookings

Now circle the items you've purchased in the last month. How many online purchases do you think you've made in the last month?

**18** Answer the questions.

1. Describe consumer shopping habits in your country—including online shopping. Do you see differences between older and younger shoppers? Between women and men?

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2. Describe your own shopping habits. Are you a compulsive shopper? Do you ever indulge yourself? How often? Do you ever make impulse buys, or do you wait and shop when there is a sale?

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## Grammar Booster

**A** Use the past gerund or infinitive form of the verbs in the box to complete the sentences. Use the passive voice where necessary. Refer to pages A3 and A4 in the Student's Book if you need to.

fool	have	sell
give	meet	steal

1. She was excited about \_\_\_\_\_ her favorite actor.
2. He was thrilled \_\_\_\_\_ the award.
3. I disliked \_\_\_\_\_ by that ad.
4. He admitted \_\_\_\_\_ money from the company.
5. She was pleased \_\_\_\_\_ the extra time to shop.
6. The store claimed \_\_\_\_\_ over 10,000 books that year.

**B** Combine each pair of sentences. Write one sentence, using a past form of a gerund or infinitive.

1. She was offered the position. She was pleased.

*She was pleased to have been offered the position.*

2. He went to a conference last week. He mentioned it.

3. I wasn't told about the meeting. I resented it.

4. She missed the appointment. She made an excuse.

5. The manager gave the client the wrong information. The manager apologized.

6. She's finished her degree already. I didn't expect it.

7. He received a promotion. He was proud.

8. We missed the train. We had a good reason.

9. She used her corporate credit card for personal expenses. She was ashamed.

10. I was offended by her remarks. I pretended not to be.

## Writing: Explain an article you've read

Choose one of the following articles to summarize:

- *Boys and Body Image*, Workbook page 36
- *Who Defines Beauty?* Student's Book page 46
- *Protecting Our Natural Inheritance*, Student's Book page 70
- An article you've read outside of class

**Step 1. Prewriting. Identifying main ideas.** Read the article you've chosen and underline or highlight the important parts. Then read the article again and list the main ideas below. (The article you have chosen may have fewer than six paragraphs.)

Main idea of paragraph 1:
Main idea of paragraph 2:
Main idea of paragraph 3:
Main idea of paragraph 4:
Main idea of paragraph 5:
Main idea of paragraph 6:

**Step 2. Writing.** Combine the main ideas to write your summary. Be sure to paraphrase what the author says, using your own words. Your summary should have one or two sentences for every paragraph in the original article.

Writing area for Step 2.

### Reporting verbs:

argue	report
believe	say
conclude	state
point out	

### Step 3. Self-Check.

- Is your summary a lot shorter than the original article?
- Does your summary include only the author's main ideas?
- Did you paraphrase the author's ideas?
- Did you include your opinion of the article? If so, rewrite the summary without it.