3C

Listening

Advertising

I can predict what I'm going to hear.

1 Match slogans 1–6 with types of product A–F.

1 What's in your wallet?

2 BEAUTIFUL KIT FOR THE BEAUTIFUL GAME

3 Get in. Get happy.

4 GET BACK THE LIPS YOU WERE BORN WITH.

5 The lighter way to enjoy chocolate.

6 Eat fresh.

A sports clothes ☐
B cosmetics ☐
C credit cards ☐
D cars ☐
E sweets ☐
F fast food ☐

Listening Strategy

In listening tasks, the instructions and questions usually give you some idea of the kind of topic and the type of language you are going to hear. Reading them carefully before you listen will help you to 'tune in'.

2 Read the Listening Strategy. You are going to hear adverts for four products. Circle the word (a–c) you are most likely to hear in each advert.

A sports clothes	**a** motorway	**b** race	**c** beach
B cosmetics	**a** elegant	**b** risky	**c** convincing
C a car	**a** script	**b** engine	**c** station
D fast food	**a** anxious	**b** tired	**c** hungry

3 1.10 Now listen to the adverts and write the products.

Advert 1 is for _____.
Advert 2 is for _____.
Advert 3 is for _____.
Advert 4 is for _____.

4 1.10 Listen again. Which words from exercise 2 did you hear?

5 You are going to hear four dialogues. Read sentences A–E and match each one to a phrase (1–5) you are likely to hear. Use the underlined words to help you.

A The speakers start by agreeing, but then disagree.
B One speaker is complaining about something he bought.
C One speaker is trying to persuade someone to go out for the evening.
D One speaker is giving directions to the nearest cinema.
E One speaker is narrating an amusing event that happened.

1 Go straight on at the ... ☐
2 I really think you should ... ☐
3 I don't think you're right about ... ☐
4 It's just not good enough ... ☐
5 A few moments later, ... ☐

6 1.11 Now listen and match the four dialogues with sentences A–E in exercise 5. There is one extra sentence.

Dialogue 1: sentence _____
Dialogue 2: sentence _____
Dialogue 3: sentence _____
Dialogue 4: sentence _____

7 1.11 Listen again. Check your answers to exercise 6 by listening for phrases 1–5 in exercise 5.

8 Write slogans to advertise these products.

A _____
B _____
C _____



LIVEWORKSHEETS