

## UNIT 8D

### SPEAKING SKILLS

#### CLICK HERE TO LISTEN

▶ 8.11 Watch or listen to the second part of the show. Choose the main point.

- a Regular TV is becoming less and less popular.
- b Ads may work even if you're not paying attention.
- c Repetitive ads are annoying.



▶ 8.11 Watch or listen again and number sentences a–f in the order you hear them.

- a  So, what's the point of running a TV ad if most viewers might not even notice it?
- b  I see what you mean, in theory, but I'm not sure that happens.
- c  You see, here's what I don't get. How do they ever sell any products?
- d  I think it's all about creating familiarity. It's kind of subliminal.
- e  It's hard to tell, but I think ads might work even if you don't remember seeing them.
- f  Yeah, that makes sense. It's the same principle as a song that keeps replaying in your head.

▶ 8.12 In pairs, order sentences a–f to make a conversation. Listen and check.

- a  Good question. I think it's all about making your product known, no matter how.
- b  Neither do I. Here's what I don't get. What's the point of trying to get people to buy something by annoying them?
- c  I often find flyers on my windshield or in my mailbox. It really gets on my nerves.
- d  Flyers? They drive me crazy, too. And I never want or need whatever they're advertising.
- e  I think most people do. But flyers are cheap, if two or three customers call, maybe that's better than nothing.
- f  Yeah, that makes sense, but don't people throw those flyers away as soon as they see them? I know I do.

