SHAPE IT! 4

Name _____ Class _____ Date _____

Vocabulary

1. Complete the sentences with the words below. You do not need all the words.

ad | ad blocker | brand | buyer | influence | logo | marketing company | products | review | seller | slogan

1. An _____ can help prevent ads from appearing on your screen when you visit websites.
2. The supermarket has a new _____, which is "Eat better for less."
3. We're selling our apartment, and are looking for a _____ at the moment.
4. Whenever you buy anything online, you should check who the _____ is before you pay anything.
5. The basic job of a _____ is to attract people's attention and then sell things to them.

2. Choose the correct options.

1. I rarely _____ on articles online, unless they make me angry.
   a. review b. post c. comment

2. My computer is taking longer and longer to _____ because it's getting old.
   a. follow b. influence c. switch on

3. I've decided to _____ all the photos from my phone because it's running out of space.
   a. review b. post c. delete

4. I don't _____ any famous people online, but my friends keep telling me to.
   a. build up b. follow c. advertise

5. I'm afraid I forgot to _____ the computer last night after I finished using it.
   a. switch off b. delete c. influence

3. Complete the words in the text.

Have you noticed how much stuff companies try to [1]a _ _ _ _ _ _ _ e to you nowadays? First, you get around 20 or 30 minutes of ads before the movie begins, which of course you can't [2]s _ _ _ _ h off . And then, when the movie is playing, it's often the case that [3]m _ _ _ _ _ _ _ g c _ _ _ _ _ _ _ s are still trying to sell things to you. They can influence you in ways you don't even realize.

For example, the main star of the movie might be wearing a certain [4]b _ _ _ d of watch or driving a certain car. If a movie becomes popular, it can [5]b _ _ _ d up a huge audience around the world for a company's products, without people even knowing that they are watching any advertising.

4. Complete the words in the text.

We went to a small café last month. It looked fantastic from the outside. It had a pretty [1]l _ _ o of a smiling cat. It also had the following [2]s _ _ _ _ n: "The tastiest cakes in town!" So, we went in. Unfortunately, the experience was terrible. The tables were dirty and there was food on the floor. The staff was rude, and the coffee was expensive and disgusting. We only stayed for ten minutes, but I wrote a bad review and decided to [3]p _ _ t it online. Imagine how shocked I was when I walked past the café yesterday and found that it had been [4]s _ _ t down – and was for sale! I don't know how much money the [5]s _ _ _ _ r wants for it, but I wish I had enough to buy it. I'd love to run my own little café – and I'd make it a great one!

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Grammar

5. Put the words in the correct order.

1. the bike / cool / is / The seller / who / sold me / .
_____

2. What's / when / the date / was on TV / that ad / ?
_____

3. in the trash can / now / The file / I deleted / that / is / .
_____

4. to delete / that / I don't want / at the party / I took / any of the photos / .
_____

5. someone / computer / this virus / had / on it / I know / whose / .
_____

6. Complete the sentences with the words below. You do not need all the words.

anyone (x2) | anything | each other (x2) | everyone | everything | itself | myself | no one | ourselves | themselves

1. I don't know _____ who doesn't take selfies and posts them on the Internet.
2. I don't live in the same country as my friend Olivia, but we talk to _____ online.
3. My friends each bought _____ a new phone after seeing an ad online.
4. I deleted _____ from the hard drive on my computer because I want to install a new operating system.
5. I went to the mall to buy some new clothes, but I couldn't find _____ that looked good on me.

Listening

7. Listen to an interview. Are the sentences *T* (true), *F* (false), or *DS* (doesn't say)?

1. Some people like to have their own podcasts because nobody is controlling them. ____
2. It's best to start a podcast and decide what will be in it later. ____
3. Most people give up doing a podcast after a few weeks. ____
4. It's good to be able to change your podcast after you have recorded it. ____
5. It's not possible to make any money from podcasts. ____

8. Listen to an interview. Complete the notes.

How to Start Your Own Podcast

- Some people like doing podcasts because no one else is [1]_____ what they can say.
- You need to decide what topic you want to talk about or what [2]_____ you want to promote.
- Building up [3]_____ can take a few months.
- It's good to have some software that can [4]_____ or edit mistakes from your recording.
- If you have a lot of people listening to your podcasts, [5]_____ might start to be interested in you.

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Reading

Are You Influenced by Ads?

1 When you see an ad, it might make you laugh or cry or think differently about the world. It might make you feel you need something that you never knew you needed. Nothing about this is an accident. A lot of time, money, and knowledge is being used to influence you and the way that you behave.

2 In 1920s America, a man called Edward Bernays started what was one of the world's first marketing companies. Bernays, whose uncle was the famous psychologist Sigmund Freud, understood that it was possible to control the habits of most people in society. He also suggested that most people's ideas and opinions were formed by people that they had never even heard of.

3 One of the techniques that Bernays developed was to make people have good feelings about a product. In 1923, he created competitions that asked millions of kids to create sculptures from soap bars. The competition, which ran for 25 years in the US, encouraged children not only to believe that using soap could be enjoyable, but also encouraged their parents to buy more. That brand of soap is still available to buy today, thanks to Bernay's campaign.

4 Bernays understood that other emotions could be controlled, too. A seller of paper cups (the type we use today when we buy coffee) wanted to sell more. Bernays started a campaign that made people believe that not drinking from paper cups, which you only used once before throwing it away, could lead to diseases. In this way, he managed to scare a lot of people into believing that only disposable cups were healthy.

5 Whether they want whiter teeth or a better smartphone, people might think that they decide things by themselves, but in fact, their feelings might be heavily influenced by what they see in ads. Advertising is everywhere, and it is difficult to ignore or switch off. Needless to say, the ability of other people to influence what we think, feel, or want is something that could be dangerous in the wrong hands, and something we should all be aware of.

9. Read the article. Are the main ideas from each paragraph *T* (true) or *F* (false)?

Paragraph 1: Ads are designed to influence us. ____
Paragraph 2: Advertising techniques were mostly developed in the past two decades. ____
Paragraph 3: The idea of fun can be used to sell things. ____
Paragraph 4: It's impossible to make people buy things when they are scared. ____
Paragraph 5: It is not good that our thoughts can be controlled. ____

12. Read the article. Match the ideas with the correct paragraph: 1, 2, 3, 4, or 5.

a. Edward Bernays tried to sell more soap products by making children think that they could be used in a creative way. ☐
b. Bernays made people think that other types of cups were more dangerous for their health than paper cups. ☐
c. Advertisements deliberately try to change our behavior. ☐
d. We should pay more attention to who might be controlling our thoughts. ☐
e. Bernays thought that society's opinions were often the creation of powerful, unknown people. ☐

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13. Find words in the text that mean the following.

1. have a powerful effect on people or things (paragraph 1)
_____

2. someone who studies the human mind and behavior (paragraph 2)
_____

3. a type of product made by a particular company (paragraph 3)
_____

4. designed to be used once and then thrown away (paragraph 4)
_____

5. the business of trying to persuade people to buy things (paragraph 5)
_____

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