THINK 2nd EDITION

LEVEL 3

UNIT 3 DOCUMENTARY VIDEO

Name _____ Class _____ Date _____

THINK ABOUT

1 Work in groups and answer the questions.

1 What are your favourite advertisements?

2 Why are they your favourite? Why are they so memorable?

BEFORE YOU WATCH

2 Look at the picture. What do you think the man is doing?

OVERVIEW

3 Watch the video. Work with a partner. Explain the picture superiority effect.

COMPREHENSION

4 Tick (✓) the things the speaker talks about. Watch the video again and check.

Ancient Egyptians children clothes electrical goods
logos Romans shops signs

5 Mark the sentences T (true) or F (false). Watch the video again and check.

1 A picture has the same value as a lot of words. ☐

2 Until the 20th century, a lot of people couldn't read. ☐

3 In Ancient Egypt people used to paint cows. ☐

4 Roman emperors made coins showing their favourite food and drink. ☐

5 Signage often looked like the item it was advertising. ☐

6 About 14% of the population can't read. ☐

AFTER YOU WATCH

6 Complete the text with the words in the list.

company | created | famous | logos | recognisable I simple

Some of the most famous advertising symbols or [1]_____ are also the most [2]_____. Think about Twitter. It is just a small bird. What about Nike? The [3]_____ 'swoosh' was [4]_____ in 1971 by a student who was paid $35. The shape is designed around the idea of the wings of the goddess, Nike. The owner of the [5]_____ said at the time, 'I don't love it, but maybe it will grow on me.' The logo hasn't changed in over 40 years and is now one of the most [6]_____ in the world.

OVER TO YOU

7 Work in pairs. Research three logos that are famous or that you find interesting. Complete the table with the information.

Name of company	Shape or design of logo	When it was invented	Interesting facts

8 Share your results with other pairs. Which logos have the most fascinating history? Which logos are the most recognisable?

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LIVEWORKSHEETS