FCE 9.2

In this lesson, we will continue to look at advertising as a subject and complete several listening exercises.

[You should know that the topics (and vocabulary) presented in the textbook are the topics that may be tested on the exam.]

Before the actual exercise, here are some tips for doing well in the listening portion of the FCE.

- Use the time before the recording starts to read the questions carefully.
- Know that the questions follow the order of the audio, i.e. you will hear the answer to Q1 first, then Q2, and so on.
- Don't panic if you miss a question at the first listening; listen out for the answer at the second listening.
- Always write something, even if you're not sure that it's the correct answer.
- At the end of the test, write your answers clearly in capital letters on the answer sheet.
- Check your spelling. Although minor errors are accepted, you may lose marks for incorrect spelling.

The first listening exercise in this lesson is similar to part 4 of the listening portion of the FCE. It is a dialogue—usually an interview or a conversation between two people—lasting about 3 minutes. It tests your ability to understand the speakers' attitudes, opinions, feelings, and implied meanings rather than just basic facts.

You will hear part of an interview with a man called Don Cooper, who makes TV commercials. For questions 1-4, choose the best answer (A, B or C).

1 According to Don, what is the key factor when making a TV commercial?

A) the type of location

B) the choice of actors

C) the depth of storyline

2 When developing the script, Don believes it is vital to

A) time the overall message.

B) feature the product by name.

C) use a lot of beautiful language.

3 According to Don, if the same advertising company produces several commercials for a product,

A) it could create a sense of boredom with the brand.

B) it may attract new clients with similar advertising needs.

C it can be beneficial to include a familiar element in the series.

4 Before booking air time for a TV commercial, Don recommends

A) targeting a product to a suitable channel.

B) finding out accurate viewing figures.

C) giving priority to cost over timing.

LIVEWORKSHEETS

Now, let's try an exercise similar to part 2 of the listening portion of the FCE. This is a sentence completion exercise. You have 45 seconds to read the questions for this part. Use the time before the recording starts to predict what you might hear, underlining key words and phrases. Here are some tips specific to this portion of the exam:

- Look at the words either side of the gap to predict what you might hear.
- Write down the actual words that you hear. Don't waste time trying to rephrase the information.
- Don't include extra information; you only need to write one, two or three words at most.

You will hear part of a talk about advertising jingles. For questions 1- 10, complete the sentences with a word or short phrase.

THE COMMERCIAL JINGLE

One example of the contents of a basic jingle is a (**1**) _____.

The first modern jingle in 1926 advertised a (**2**) _____.

The rules on radio advertising in the 1930s forbade the use of (**3**) _____ of goods during peak listening periods.

The programme about a family began with a jingle for a (**4**) _____, which was the first of its kind in the USA.

In the 1950s, jingles were often created by (**5**) _____.

When the jingle became less popular, advertisers started to use (**6**) _____.

From the late 1980s, commercials have had to reflect a complete (**7**) _____.

Payments from advertisers have covered earnings lost due to (**8**) _____ of music.

According to some psychologists, music that has a (**9**) _____ to the listener is easier to remember.

An 'ear worm' is up to (**10**) _____ long.

Let's end this lesson with speaking practice. Look at the billboard advertisements on the following page, and answer the following questions orally.

a) Look at the four photographs. Identify what product each billboard is advertising and discuss how effective it is at selling the product.

1)	2)	3)	4)

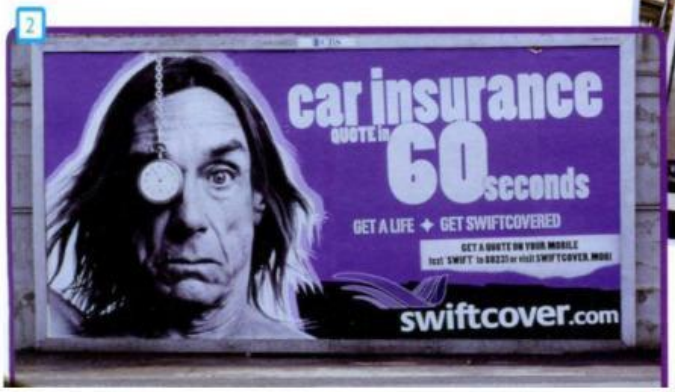
b) Outline the possible advantages and disadvantages of outdoor advertising, using modal verbs from 9.1.

LIVEWORKSHEETS

1



2



3



4



LIVEWORKSHEETS