

## UNIT SIX – ADVERTISING

WORKBOOK, p. 26; READING

**TASK 1** In the following article try to find the words defined by the following. The number in brackets indicate the paragraph containing the word needed.

1. /1/ \_\_\_\_\_ =  
a. the ability not to be affected or harmed by something, especially a disease or a drug
2. /1/ \_\_\_\_\_ =  
a. the state of interrupting a peaceful situation  
intrusive noise/lights/tourists  
b. situation when you you are becoming involved in something in a way that is not welcome
3. /2/ \_\_\_\_\_ =  
to be made experience something unpleasant
4. /2/ \_\_\_\_\_ =  
to fail to be protected from sth harmful or dangerous
5. /2/ \_\_\_\_\_ =  
a skill or ability
6. /2/ \_\_\_\_\_ =  
to stop paying attention
7. /4,5/ \_\_\_\_\_ =  
beliefs or opinions that most people accept as correct
8. /4/ \_\_\_\_\_ =  
one that people disagree about or do not approve of
9. /4, 5/ \_\_\_\_\_ =  
a type of product or group of products sold using a particular name, which is often the name of the company that produces them; the name that is given to the products
10. /5/ \_\_\_\_\_ =  
the most popular time for watching television, which is in the middle of the evening
11. /5/ \_\_\_\_\_ =  
the most popular time for watching television, which is in the middle of the evening
12. /5/ \_\_\_\_\_ =  
a. to put your arms around someone to show love or friendship  
b. to completely accept something such as a new belief, idea, or way of life
13. /6/ \_\_\_\_\_ =  
the amount of profit or income that you get from a particular investment
14. /6/ \_\_\_\_\_ =  
businesses or people that sell goods directly to the public

**TASK 2** Using the information in the article answer the following questions.

1. Resistance to the growing intrusiveness of marketing and advertising has reached its peak. T/F
2. People are constantly given so much information that it is almost impossible for them to deal with it. Fortunately, most of the information is closely linked to their work or private problems
3. Many people today are developing the skill of being able to ignore all types of adverts. T/F
4. Why is the effectiveness of advertising a hugely controversial topic?

5. For majority of companies advertising is always the top priority. T/F
6. According to Professor Shaw less than 50% of advertisements provide a return on their investment. T/F
7. In what other way (other than direct effect) can ads affect sales?

**WORKBOOK, p. 27; LISTENING 2**

Tremor is:

- a. a mass of cells in your body that grow in a way that is not normal
- b. a small earthquake
- c. a slight shaking movement in your body or your voice that you cannot control, for example because you feel ill or frightened
- d. a long narrow open hole dug in the ground, used in a war by soldiers to protect themselves against the enemy attack
- e. a sudden feeling of excitement or fear
- f. a vehicle used on farms, for example to pull machines

**TASK Complete the gaps inserting the identical words you hear:**

Part 1 – Direct tapescript

Procter and Gamble, which helped to launch TV soap operas and as a new way to market goods, is looking once again for **1.** \_\_\_\_\_ ways to reach consumers.. Three years ago it **2.** \_\_\_\_\_ an operation called Tremor to recruit an army of several **3.** \_\_\_\_\_ American teenagers. It uses these "tremors" to discuss ideas about new products and to help **4.** \_\_\_\_\_ marketing messages. **5.** \_\_\_\_\_, the teenagers get to hear about and use new things before many of their **6.** \_\_\_\_\_.

Getting **7.** \_\_\_\_\_ to buy (or be given) new products in order to influence a broader market is hardly a new idea. So-called **8.** " \_\_\_\_\_ " are a similar group, much **9.** \_\_\_\_\_ by consumer electronics companies in order to give their product a good start. But there is a wider group which marketers sometimes call **10.** " \_\_\_\_\_ ", **11.** \_\_\_\_\_ proactive consumers. Some people in the industry believe this group is the most powerful of all.

Part 2 – Extracts

Prosumers can be found everywhere, are at the **1.** \_\_\_\_\_ / **3 words/** and what they say to their colleagues tends to become **2.** \_\_\_\_\_ / **1 word/** six to 18 months later. They often **3.** \_\_\_\_\_ / **3 words/** and half of them **4.** \_\_\_\_\_ / **1 word/** companies they cannot find on the Internet.

**COURSEBOOK, p. 51; READING**

**TASK Using the information in the article answer the following questions:**

1. What is Lord Leverhulme famous for?
2. Lord Leverhulme didn't know which of his advertising tools were effective and which were not. T/F
3. The effects of advertising are easier to quantify now than they were, let's say, 60 years ago. T/F
4. In some cases how much money spent on advertising goes down the drain?

5. The advertising industry as a whole is confused about where it is and what direction it is moving in. T/F
6. Why is the advertising industry disoriented?
7. Advertising budget is expected to grow. T/F
8. What alternatives to straightforward advertising does the article list?
9. As a famous car maker wanting to advertise his latest product what strategies will you be thinking of using?
10. What aspects will you base your decision (see question 9) on?
11. Why in your opinion does the Internet account for only a tiny slice of the overall advertising pie?
12. Rupert Howell thinks the Internet poses a serious threat to the other advertising tools. T/F

This is due to a \_\_\_\_\_ of long-term changes, such as the growing \_\_\_\_\_ of media and the \_\_\_\_\_ of new technologies, \_\_\_\_\_ the Internet. /COMBINE, DIVERSIFY, ARRIVE, NOTE/

These tools have become an \_\_\_\_\_ part of the industry. /SEPARATE/

COURSEBOOK, p. 54; LISTENING

**TASK Complete the gaps with the most suitable words of your choice; one word per gap:**

Creativity is at the **1. \_\_\_\_\_ (noun)** of advertising, which is why I've chosen this ad – you know, I think it's a great example of just that. At first **2. \_\_\_\_\_ (noun)**, it just looks like a very straightforward shot of a group of young Maasai people, standing together out in the **3. \_\_\_\_\_ (noun)** of the African plains. And you're almost **4. \_\_\_\_\_ (verb)** wondering what this advert could be **5. \_\_\_\_\_ (preposition)**, because there is no obvious **6. \_\_\_\_\_ (noun)** of anything connected with consumer society. But then when you look at it more **7. \_\_\_\_\_ (adverb)**, you realise that, in fact, the people have been positioned to form the **8. \_\_\_\_\_ (noun)** of a Land Rover four wheel drive vehicle – the Freelander Maasai. I think it's a very **9. \_\_\_\_\_ (adjective)** ad because what it's saying to people is "Look, this is the vehicle that the Maasai have chosen, and they've done that because they know it's a **10. \_\_\_\_\_ (noun)** of their own qualities as a **11. \_\_\_\_\_ (noun)** strong, fearless, intrepid." So for the **12. \_\_\_\_\_ (noun used as adjective)** audience, this is an ad that's not only reassuring, it's also one that makes a very direct appeal to their **13. (noun)** of adventure.

COURSEBOOK, p. 56, resp. 146; D+D, DANGER ZONE

**TASK Choose the correct option to complete the gaps:**

Following the **1. excess /release / application** of its new adventure game Danger Zone, the video manufacturer Wonder Image Inc has been asked by the ASC to **2. withdraw / terminate / resign** its first TV commercial support of the launch. The advertisement, which was first shown last week on national television, sparked a **3. thunder / storm / lightning** of protests from viewers and parents' associations. Bill Bradley, the director of the ASC, explained that the decision to ask the company to withdraw the commercial was **4. put / taken/ done** because of its **5. obsolete /**

**offending / offensive** nature. "The ASC **6. guidelines / guides / rulers** specify that all advertisements should be in good **7. humour / mood / taste** and should on no account **8. promote / progress / process** violent behaviour – which unfortunately was not the **9. example / case / accident** with the Danger Zone commercial. A spokesperson for Wonder Image Inc said that the decision by the ASC to **10. ban / back / break** the commercial was an "**11. exaggerated / overrated / underrated** response to an original and creative television campaign". The launch of Danger Zone will **12. program / delay / proceed** as planned but without the support of television campaign, the spokesperson added.

### Glossary – terms, Units 1-5

1. \_\_\_\_\_ = additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources.
2. \_\_\_\_\_ = an offer to buy something at a stated price.  
They made a successful \_\_\_\_\_ for an established company.
3. \_\_\_\_\_ = a person or company that makes an agreement to do work or provide goods for another company.  
The company has no plans to expand its use of \_\_\_\_\_.
4. \_\_\_\_\_ = to calculate what you think the value, size, amount, etc. of something will be.  
The value of the deal \_\_\_\_\_ at £12m.
5. \_\_\_\_\_ = a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it.  
When a company is new, it's easy to stay close to its \_\_\_\_\_.
6. \_\_\_\_\_ = a person or company who is paid to do part of the work of another person or company.  
Always check whether a contractor is using \_\_\_\_\_, and who is liable if things go wrong.
7. \_\_\_\_\_ = to decide officially that a particular amount of money, time, etc. should be used for a particular purpose.  
Du Pont has \_\_\_\_\_ funds for the design of four plants.
8. \_\_\_\_\_ = advice or criticism about how someone is doing their job.  
I'm sure he'll improve if he gets positive \_\_\_\_\_ after each task.
9. \_\_\_\_\_ = to give someone a particular job or task.  
The team leader will \_\_\_\_\_ tasks to all the members of the team.
10. \_\_\_\_\_ = to succeed in doing something.  
We \_\_\_\_\_ all our goals on the last project.
11. \_\_\_\_\_ = information that is collected about the activities of an organisation or individual  
We provide confidential reports and \_\_\_\_\_ for companies operating in the biotechnology sector.

**12.** \_\_\_\_\_ = the result of an evaluation of the size or dimension or something.

Precise \_\_\_\_\_ of business performance enable managers to make better decisions.

**13.** \_\_\_\_\_ = the act of monitoring a person or group of people.

Employees must be notified if they are under \_\_\_\_\_ at their workplace.

**14.** \_\_\_\_\_ = the manager with the most authority concerning technology.

**15.** \_\_\_\_\_ = to move computer software or information from one computing device to another.

You can \_\_\_\_\_ music and video clips from the internet onto your mobile phone.

**16.** \_\_\_\_\_ = a complete change in ways of thinking, methods of working, political systems, etc.

Computer technology has caused a \_\_\_\_\_ in working practices.

**17.** \_\_\_\_\_ = to move computer software or information from one computing device to another especially from a local computer to a central server or network.

If you \_\_\_\_\_ big files, you'll need a high-speed internet connection.