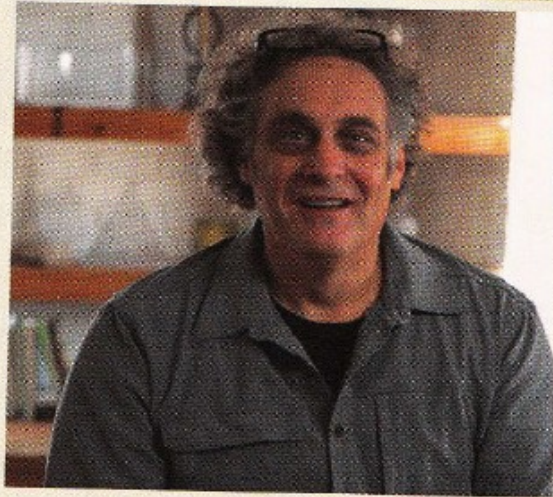


Task 1

Read the biographical information about George Tannenbaum and then listen to Part I of an interview with him and answer the questions 1-5 below.

George Tannenbaum was born in 1957 in Yonkers, New York and was educated at Columbia University in New York. He has worked on advertising campaigns for many well-known companies such as IBM, Mercedes-Benz, Gillette, Citibank, and FedEx. Today he is the Executive Creative Director at R/GA, an international advertising agency.



- 1 Which other members of his family have worked in advertising?
- 2 When did George start working in advertising?
- 3 What wasn't he allowed to do when the family were watching TV?
- 4 Why does he think jingles are so memorable?
- 5 What kind of adverts were the H.O. Farina TV commercials?
- 6 What happens in the story of Wilhelmina and Willie?

Task 2

Listen to Part 2 of an interview with George Tannenbaum and complete the notes with one or two words.

- 1 George says that a commercial is made up of three elements
 - 1 _____
 - 2 _____
 - 3 _____
- 2 The acronym AIDA stands for
 - A _____
 - I _____
 - D _____
 - A _____
- 3 According to George, using a celebrity in advertising is a way of _____, but he isn't a _____ of it.
- 4 George thinks that humour in advertising is _____.