

G clauses of contrast and purpose **V** advertising, business **P** changing stress on nouns and verbs

1 VOCABULARY & SPEAKING

- a Look at the advert for Red Bull. Do you think it's a clever advert? Why do you think it might have got Red Bull into trouble?



Advertising scandals that cost some brands millions

In advertising, there's a big difference between exaggerating the truth and making false claims.

Many companies have been caught using misleading claims like 'scientifically proven' with 'guaranteed results' in their advertisements. For such companies, it can cost millions, and lead to a damaged reputation.

Several examples of false advertising scandals have affected big brands – some are still ongoing, and not all companies have had to pay up, but each suffered a certain amount of negative publicity.

Red Bull

Energy drinks company Red Bull was sued in 2014 for its slogan 'Red Bull gives you wings'. The slogan, which the company has used in advertising campaigns for nearly two decades, went alongside marketing claims that the caffeinated drink could improve a consumer's concentration and reaction speed.

Benjamin Careathers was one of several consumers who brought the case against the Austrian drinks company. He said he had been a regular consumer of Red Bull for 10 years, but that he had not developed wings – or shown any signs of improved intellectual or physical abilities.

The company settled the case by agreeing to pay out a maximum of \$13 million – including \$10 to every US consumer who had bought the drink since 2002.

- b Read the article and check your answers to a. Why do you think Benjamin Careathers did what he did?

- c Look at the **highlighted** words and phrases related to advertising. With a partner, try to work out what they mean. Then match them to their meanings 1–9.

- advertisements** (also *ads*, *adverts*) notices, pictures, or films telling people about a product
- _____ (noun) statements that sth is true, although it has not been proved and other people may not agree with or believe it
- _____ (noun) types of product made by a particular company
- _____ (verb) was taken to court to ask for money because of sth they said or did that harmed you
- _____ (adj.) giving the wrong idea or impression, making you believe sth that is not true
- _____ (noun) people who buy goods or use services
- _____ (noun) series of advertising messages with the same theme
- _____ (noun) the attention that is given to sb / sth by newspapers, television, etc.
- _____ (noun) a word or phrase used in advertising that is easy to remember, to attract people's attention or to suggest an idea quickly

- d Work in threes, **A**, **B**, and **C**. Look at three products whose adverts cost their brands money. What problems do you think there were with the adverts?



e **C Communication** Misleading ads **A p.110 B p.112 C p.114**
Read about the advertisements and tell each other what the problem was.

f Talk in groups of three. Give examples.

- 1 Have you bought something recently which wasn't as good as the advertisement made you think it would be? How was the advert misleading?
- 2 What are viral adverts? Have you ever forwarded one to other people? Do you have a favourite one?
- 3 Is there a brand which you think has a really good logo or slogan? Does it make you want to buy the product?
- 4 Can you think of a recent advert which made you not want to ever buy the product? Why did the advert have this effect on you?
- 5 Do you find pop-up adverts annoying when you are doing something online? Do you think they are necessary? Why is it that they often seem directed at you personally?
- 6 Do you think it's immoral of advertisers to try to persuade people without much money to buy products they can't afford?

2 LISTENING

a **9.1** Listen to a marketing expert talking about six marketing techniques used by advertisers. Complete the messages they use with two or three words.

- 1 'Get a _____ when you subscribe to our magazine for six months.'
- 2 'There are _____ left! Buy now while stocks last!'
- 3 '_____ it.'
- 4 '_____ can look like this.'
- 5 'A recent _____ found that our toothpaste cleans your teeth better than any other brand.'
- 6 '_____, I'm a doctor (or a celebrity).'

b Listen again. Answer the questions for each message in a.

- 1 Why does it attract us?
- 2 Why is it misleading?

c Which of the six techniques might influence you to buy the product? Are there any that would actively discourage you? Why do you think we keep falling for these techniques, even though we know what's going on?



frenchenglish.ru

3 GRAMMAR clauses of contrast and purpose

a Look at some extracts from the listening in 2, and complete them with phrases A–G.

- 1 **In spite of** _____, its price was really included in the magazine subscription.
- 2 **Even though** _____, and maybe don't even like them, we immediately want to be among the lucky few who have them.
- 3 **So as to** _____, they use expressions like, 'It's a must-have'...
- 4 ...and they combine this with a photograph of a large group of people, **so that** _____.
- 5 The photo has been airbrushed **in order to** _____, with perfect skin, and even more attractive than they are in real life.
- 6 It was probably produced **for** _____, and paid for by them, too.
- 7 **Although** _____, do you really think she colours her hair with it at home?

- A the company itself
- B the actress is holding the product in the photo
- C we can't fail to get the message
- D make us believe it
- E we don't really need the products
- F what the advert said
- G make the model look even slimmer

b **9.2** Listen and check. Then look at the **highlighted** word(s) in 1–7 and the phrases A–G that follow them. Which ones express a purpose?

c **G p.148 Grammar Bank 9A**

d **Sentence race** Try to complete as many sentences as you can in two minutes.

- 1 I think the advertising of junk food should be banned, so that...
- 2 In spite of a huge marketing campaign,...
- 3 Although they have banned cigarette advertising,...
- 4 She applied for a job with a company in London, so as to...
- 5 He's decided to carry on working, despite...
- 6 Even though the advert said I would notice the effects after a week,...
- 7 I took my laptop to the shop to...
- 8 We went to our head office in New York for...

4 READING

- a Look at the products in the photos. Can you think of anything they have in common?



A



B



C



D

- b Read the first part of 'Razors and Blades', an unadapted chapter from a book by economist Tim Harford. As you read, in order to quickly check any words or phrases that you can't guess, first, try to guess meaning from context, then use the glossary, and finally, if necessary, use a dictionary. Check your answer to a.



- c Read it again and mark the sentences **T** (true) or **F** (false). Underline the information in the text which tells you this.
- 1 King Camp Gillette's idea behind the United Company was that it would provide basic products cheaply.
 - 2 This vision of the United Company had a great influence on the modern economy.
 - 3 It is more expensive to produce a printer than to produce the ink.
 - 4 Two-part pricing involves selling one thing cheaply, but making another essential component very expensive.
 - 5 King Camp Gillette's first blades were relatively inexpensive.
 - 6 Sony only makes a very small profit on each PlayStation 4 it sells.

RAZORS & BLADES

Part 1

In 1894, a book was written by a man who had a vision. The book argues that 'our present system of competition' breeds 'extravagance, poverty, and crime'. It advocates a new system of 'equality, virtue, and happiness', in which just one corporation – the United Company – will make all of life's necessities as cost-effectively as possible. These, by the way, are 'food, clothing, and habitation'. Industries which 'do not contribute' to life's necessities will be destroyed. The book's author had a vision that has ended up shaping the economy. But, as you may have guessed, it wasn't this particular vision. No, it was another idea, which he had a year later. His name was King Camp Gillette, and he invented the disposable razor blade.

If you've ever bought replacement cartridges for an inkjet printer, you are likely to have been annoyed to discover that they cost almost as much as you paid for the printer itself. That seems to make no sense. The printer's a reasonably large and complicated piece of technology. But how can it possibly cost almost as much to supply a bit of ink in tiny plastic pots? The answer, of course, is that it doesn't. But for a manufacturer, selling the printer cheaply and the ink expensively is a business model that makes sense, and is known as two-part pricing. It's also known as the razor-and-blades model, because that's where it first drew attention – suck people in with an attractively priced razor, then repeatedly fleece them for extortionately priced replacement blades.

King Camp Gillette invented the blades that made it possible. Before this, razors were bigger, and when the blade got dull, you'd sharpen it, not throw it away and buy another. He didn't immediately hit upon the two-part pricing model, though: initially, he made both parts expensive. The model of cheap razors and expensive blades evolved only later. Nowadays, two-part pricing is everywhere. Consider the PlayStation 4. Whenever Sony sells one, it loses money: the retail price is less than it costs to manufacture and distribute. But that's okay, because Sony coins it in whenever a PlayStation 4 owner buys a game. Or how about Nespresso? Nestle makes its money not from the machine, but the coffee pods.

Glossary

suck sb in (*phr. verb*) to involve somebody in an activity or a situation, especially one they do not want to be involved in

fleece (*verb, informal*) to take a lot of money from somebody by charging them too much

hit upon (*phr. verb*) think of a good idea suddenly or by chance

coin it (in) (*idiom*) make a lot of money

d Now read the rest of the chapter. Answer the questions with a partner.

- 1 How are companies which have been successful with two-part pricing products trying to stop other companies selling the disposable parts cheaper?
- 2 Why might customers stay with a more expensive original brand?
- 3 What does the author suggest that King Camp Gillette might have thought of the razor-and-blades sales model?



Part 2

Obviously, for this model to work you need some way to ¹_____ customers putting cheap, generic blades in your razor. One solution is legal: patent-protect your blades. But patents don't last forever. Patents on coffee pods have started expiring, so brands like Nespresso now face competitors selling ²_____, compatible alternatives. Some are looking for another kind of solution: technological. Just as other people's games don't work on the PlayStation, some coffee companies have put chip readers in their machines to stop you trying to brew a generic cup of coffee.

Two-part pricing models work by imposing what economists call 'switching costs'. They're especially prevalent with digital goods. If you have a huge library of games for your PlayStation, or books for your Kindle, it's a big thing to switch to another platform. Switching costs don't have to be ³_____. They can come in the form of time, or hassle. Say I'm already familiar with Photoshop; I might prefer to pay for an expensive upgrade ⁴_____ buy a cheaper alternative, which I'd then have to learn how to use. Switching costs can be psychological, too – a result of brand loyalty. If the Gillette company's marketing department persuades me that generic blades give ⁵_____ shave, then I'll happily keep paying extra for Gillette-branded blades.

Economists have puzzled over why consumers ⁶_____ the two-part pricing model. The most plausible explanation is that they get confused by the two-part pricing. Either they don't realize that they'll be exploited later, or they do realize, but find it hard to pick the best deal out of a ⁷_____ menu of options. The irony is that the cynical razors-and-blades model – charging customers a premium for basics like ink and coffee – is about as far as you can get from King Camp Gillette's vision of a single United Company producing life's necessities as cheaply as possible.

Glossary

- patent** (noun) an official right to be the only person to make, use, or sell a product or invention
- chip reader** (noun) a device to get information from a microchip
- switching costs** (noun phrase, idiom) how much it will cost you to change from one brand to another
- hassle** (noun, informal) a situation that is annoying because it involves doing something difficult or complicated that needs a lot of effort
- puzzle over** (phr. verb) to think hard about something in order to understand or explain it

e Read it again and choose the correct word or phrase for each gap.

- 1 a avoid b encourage c prevent
- 2 a cheaper b pricier c more expensive
- 3 a economical b inevitable c financial
- 4 a as well as b rather than c in order to
- 5 a an inferior b a superior c a similar
- 6 a tolerate b reject c like
- 7 a simple b straightforward c confusing

f Do you own any products which use a two-part pricing system? Do you buy generic ink, coffee, etc. or do you buy the branded ones? Why?



5 VOCABULARY business

a Look at two extracts from 'Razors and Blades'. Which two verbs mean 'to make things in large quantities'? Which one is specifically 'using machinery'?

Consider the PlayStation 4. Whenever Sony sells one, it loses money: the retail price is less than it costs to manufacture and distribute.

... King Camp Gillette's vision of a single United Company producing life's necessities as cheaply as possible.



b p.162 Vocabulary Bank Business

6 PRONUNCIATION & SPEAKING changing stress on nouns and verbs

a Listen and underline the stress on the bold words. Which syllable is stressed when the word is a) a verb, b) a noun?

- 1 We **ex|port** to customers all over the world.
- 2 Our main **ex|port** is wine.
- 3 Sales have **in|creased** by 10% this month.
- 4 There has been a large **in|crease** in profits this year.
- 5 The new building is **pro|gressing** well.
- 6 We're making good **pro|gress** with the report.
- 7 Most toys nowadays are **pro|duced** in China.
- 8 The demand for organic **pro|duce** has grown enormously.

b Look at some more words which can also be verbs and nouns, and have the same pronunciation rule. Practise saying them first all as verbs and then as nouns.

decrease import permit record refund transport

c Say if the following are true of your country / region, or of you. Give examples.

- We export more food than we import.
- Not many shops sell organic produce.
- Unemployment has decreased over the last five years.
- Smoking is not permitted in public places.

G uncountable and plural nouns

V word building: prefixes and suffixes

P word stress with prefixes and suffixes



Is there an 'art of making attractive cities'? Alain de Botton, writer and founder of alternative education group *The School of Life*, seems to think so, and has made a video that he claims explains just how to do it. 'It's not a mystery why we like some cities so much better than others,' he says. 'There are six fundamental things a city needs to get right.'

Order and variety

A love of order is one of the reasons people love Paris and New York, but we must avoid too much of it. The key is to create an 'organized complexity'. De Botton gives the example of the square in Telc, Czech Republic, where the individual houses are different in colour and detail, but all the buildings are the same height and width.

Visible life

Streets need to be full of people and activity in order to be beautiful instead of bleak. Sadly, modern cities often contain too many characterless office blocks and industrial zones where there is no street life.

Compactness

Good cities are compact, not sprawling. Think Barcelona as opposed to a spread-out city like Phoenix, Arizona. De Botton says that attractive cities have beautiful squares which are ideal meeting places. The best designed are those which are not too large, so that people can recognize a face on the other side of the square.

Orientation and mystery

The best cities offer a mixture of big and small streets. But too many cities prioritize vehicles over humans. A city should be easy to navigate for both humans and vehicles, with big boulevards for orientation and small streets to allow us to wander and create a sense of mystery and exploration.

Scale

Our urban skylines have become dominated by tall buildings dedicated to banking and commerce. Instead, we should be building at an ideal height of five stories, resulting in dense and medium-rise cities, like Berlin and Amsterdam.

Local colour

The sameness of cities is a problem. Cities need to demonstrate their local culture and history. They should be built from locally sourced materials in a way which suits their individual climate and traditions.

1 READING

- Look at the title of the article. How attractive do you think the city where you live (or your nearest city) is? What score would you give it out of 10?
- Read the article once. With a partner, explain what the six criteria mean. Do you agree with any of them? Does your city meet any of them?
- Can you think of any things that Alain de Botton hasn't mentioned? Make a note of them. Then talk in small groups, and make a group list.

For me, one thing that's missing is water. I think the most beautiful cities always have a river running through them, or are near the sea.

2 LISTENING & SPEAKING

- 9.9 You're going to listen to five well-travelled people talking about the most beautiful city they've been to. Look at the countries. Which city do you think they're going to say? Listen to their first sentences and check.

1 _____, Italy 4 _____, Scotland
2 _____, Brazil 5 _____, Japan
3 _____, Belgium
- 9.10 Listen and try to write the names of some places in these cities that they're going to mention. Compare in pairs and agree the spelling.

Piazza _____ the Bosque _____
_____ the _____ Steps
the _____ Bridge the River _____
the _____ Canal the _____ Temple
the _____ Opera
House
- 9.11 Now look at photos 1–5 and listen to what the speakers say about each city. What is the place in the photo? Is it something to see or something to do? What information do they give about it?
- Listen again. What other thing(s) does each speaker recommend? Did they mention any of Alain de Botton's six criteria?



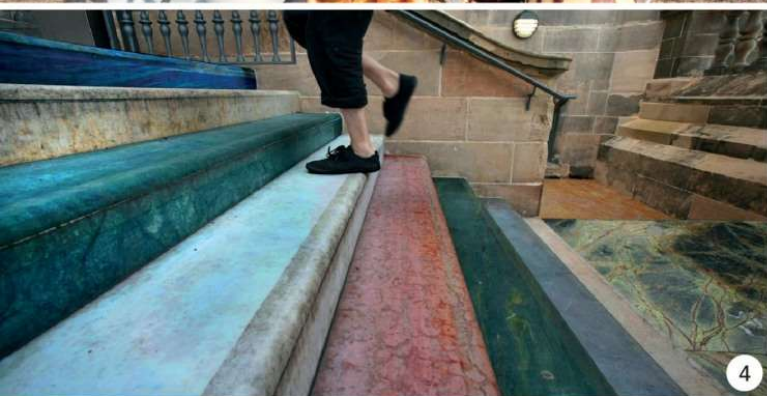
1



2



3



4



5

e Did they mention anything from your group's list in 1c?

f Talk in small groups.

- 1 Have you been to any of the cities the speakers mention? Do you agree with what they say? Of those you haven't visited, which one would you most like to go to? Why?
- 2 What's the most beautiful city you've ever been to? What's one thing you would recommend to see and do there?
- 3 Are there any cities you haven't really liked? Why?

3 GRAMMAR uncountable and plural nouns

a Circle the correct form.

- 1 A good city guidebook will give you *advice* / *advices* about what to see.
- 2 You may have *some bad weather* / *a bad weather* if you go to London in March.
- 3 In Rome and Paris, *accommodation is* / *accommodations are* extremely expensive.
- 4 It's best not to take *too much luggage* / *too many luggages* if you go on a city break.
- 5 The old town centre is amazing, but *the outskirts is* / *the outskirts are* a bit depressing.
- 6 I really liked the hotel. The rooms were beautiful and *the staff was* / *the staff were* incredibly friendly.

b p.149 Grammar Bank 9B

c Play **Just a minute** in small groups.

JUST A MINUTE

RULES

One person starts. He / She has to try to talk for a minute about the first subject below.

If he or she hesitates for more than five seconds, he / she loses his / her turn and the next student continues.

The person who is talking when one minute is up gets a point.

- the most beautiful scenery I've seen
- the traffic in my town / city
- tourist accommodation in my country
- the weather I like most
- good advice I've been given
- what's in the news at the moment
- clothes I love wearing
- modern furniture
- chocolate

4 READING & SPEAKING

- a Look at this photo of Songdo, a new city in South Korea. What do you think might be the advantages or disadvantages of living there?



- b Now read an article about Songdo. Answer the questions with a partner.

- 1 What are the three main advantages of living in Songdo?
- 2 Which two things that were promised haven't happened yet?
- 3 What other disadvantages are mentioned?

- c Read the article again. For each of the highlighted words and phrases, choose the best meaning, a or b.

- 1 a advantages b disadvantages
- 2 a break its promise b keep its promise
- 3 a leaving home b going home
- 4 a not enough b too much
- 5 a very advanced b very simple
- 6 a be different from b be similar to
- 7 a overpopulated b underpopulated
- 8 a close together b spread out

- d Talk to a partner.

- 1 If you went to live in Songdo, what would you like best and what would you miss the most?
- 2 What's the most modern city you've ever been to? Why did you go there? What did you think of it?
- 3 If you had to choose between an ultra-modern megacity and a classically beautiful old city, which would you prefer?
- 4 What is the approximate population of your city or nearest big city? Do you think it will grow? What effect might the change in population have on the city and its services?

Is this the future

Three years ago, 35-year-old English teacher Lee Mi-Jung moved with her husband from the small coastal city of Pohang across the South Korean peninsula to Songdo. Described as the world's 'smartest city', it was planned as a showpiece of 21st-century urban design, promising an efficient rubbish system, an abundance of parks, and a vibrant international community – all the ¹perks of megacity Seoul without the capital city's crowded pavements, choking traffic, and air pollution. The city claimed to do 'nothing less than banish the problems created by modern urban life.' And for foreign corporations looking for access to Asian economies, Songdo would be a glitzy business capital to rival Hong Kong and Shanghai. 'I'd imagined this would be a well-designed city, that it would be new, modernized, and simple – unlike other cities,' says Lee. 'So my expectations were high.'

As far as hi-tech conveniences go, Songdo does ²deliver. Pneumatic tubes send rubbish straight from Lee's home to an underground waste facility, where it's sorted, recycled, or burned for energy generation. Everything, from the lights, to the temperature in her apartment, can be adjusted via a central control panel, or from her phone. During the winter, she can warm up the apartment before ³heading home. But the one thing she hasn't been able to find is a vibrant community.

'When I first came here during the winter,' Lee says, 'I felt something cold.' She wasn't just talking about the coldness of the weather, or the chilly modernism of the concrete high rises all over town. She felt ⁴a lack of human warmth from neighbourhood interaction. 'There's an online forum where we share our complaints,' she said, 'But only on the internet – not face to face.'

Songdo was built on reclaimed land from the Yellow Sea. The 1,500-acre development sits an hour outside of Seoul. It was planned as an eco-city. Its buildings and streets have sensors that monitor energy use and traffic flow. There's a ⁵state-of-the-art water-recycling facility and plenty of green spaces, including a 100-acre seaside park modelled on, and named after, New York City's Central Park.



of cities?



For a place that is striving to become car-free, however, the roads of Songdo are crazily wide, with as many as ten lanes. These are partly intended to ⁶echo the wide, tree-lined boulevards of Paris, and also wide enough for city planners to, say, put in a light rail or streetcar network, which may bring Songdo one step closer to fulfilling its car-free promise. But for now, cars are still common, and, for residents like 32-year-old Lindy Wenselaers from Belgium, they're an essential tool. Lindy ended up buying a car after only five months in Songdo – she could no longer face a 20-minute walk to the nearest supermarket in the wintry weather. She misses the lack of direct connections from one part of town to another; at weekends, she often drives an hour to Seoul.

Songdo's biggest problem is that it only has a third of the people it was designed for. Parts of it feel more like a ⁷sparsely populated American 1970s suburb. The wide roads and ⁸sprawling scale means that human activities are located far apart from one another. Occasionally, you see small touches, like an artificial *hanok* village (a traditional village where houses with old-school architecture remain intact) to remind you that, yes, you are still in Korea. It's not exactly a ghost town, as some reports have claimed, but as you drive past cluster after cluster of identical concrete residential high-rises, it feels empty, and there's a curious urban silence. 'There's a ton of people living here, but you don't really see them,' says Wenselaers. 'The city is alive, but it's invisible.'

Adapted from the CityLab website

5 VOCABULARY word building: prefixes and suffixes

🔍 Prefixes and suffixes

A **prefix** is something that you add to the beginning of a word, usually to change its meaning, e.g. *pre* = before (**pre**-war), or a negative prefix like *un-* or *dis-* (**un**healthy, **dis**honest). A **suffix** is something you add to the end of a word, usually to change its grammatical form, e.g. *-ment* and *-ness* are typical noun suffixes (*enjoyment*, *happiness*). However, some suffixes also add meaning to a word, e.g. *-ful* = full of (*stressful*, *beautiful*).

- a Answer the questions. Check your answers in the article in 4.
- 1 What prefix can you put before *city* to add the meaning a) *enormous*, b) *environmentally friendly*?
 - 2 Add suffixes to the words in the list to make nouns.

abundant cold connect convenient develop
expect modern neighbour pollute silent

b 📖 p.163 Vocabulary Bank Word building

6 PRONUNCIATION & SPEAKING word stress with prefixes and suffixes

🔍 Word stress on words with prefixes and suffixes

Multi-syllable words always have a main stressed syllable. This usually remains the main stress even when we add a prefix or suffix – the exception is *-ation*. However, there is usually secondary stress on prefixes, e.g. *un-* in *unemployment*.

- a Underline the main stressed syllable in these words.

a|cco|mmo|da|tion an|ti|so|cial bi|ling|ual en|ter|tain|ment
go|vern|ment home|less loneli|ness mul|ti|cul|tu|ral
neigh|bour|hood o|ver|crow|ded po|ver|ty un|der|de|ve|loped
un|em|ploy|ment van|da|lism

- b 🎧 9.18 Listen and check. Practise saying the words.

- c Talk in small groups. Give reasons and examples.

Which city (or region) in your country or abroad do you think...?

- is very multicultural
- offers great entertainment
- has low levels of poverty and unemployment
- has a bilingual or trilingual population
- is very eco-friendly

- is very overcrowded
- has very serious pollution problems
- has a lot of homeless people
- has some very dangerous neighbourhoods
- suffers from vandalism and antisocial behavior

7 WRITING

📖 p.121 Writing A report Write about the features of a city you know.

1 THE INTERVIEW Part 1

- a Read the biographical information about George Tannenbaum. Have you seen any adverts for the companies he has worked with?

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 Executive Creative Director and Copy Chief at Ogilvy and Mather Advertising in New York.

- b Watch Part 1 of an interview with him and answer the questions.

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



Glossary

jingle a short song or tune that is easy to remember and is used in advertising on radio or television

H.O. Farina a company which has been making cereals since the 1940s. They ran an advertising campaign in the 50s based on a cartoon character called Wilhelmina.

- c Are there any jingles or slogans that you remember from your childhood? Why do you think they were so memorable? Are there any others that have got into your head since then?

Part 2



Tommy Lee Jones in a BOSS advertising campaign

- a Watch Part 2. Complete the notes with one or two words.

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

Glossary

a depilatory /ə dɪ'pɪlətri/ a product used for removing unwanted hair

Tommy Lee Jones a US actor born in 1946, winner of an Oscar for the 1993 film *The Fugitive*

Mad Men a well-known US TV series about advertising executives in the 1960s who worked in offices in Madison Avenue in New York

- b How important do you think celebrities are in advertising? What about humour?

advertising

Part 3

a Watch Part 3 and **circle** the correct phrase.

- 1 He thinks that billboard and TV advertising will *remain important* / *slowly decline*.
- 2 He tends to notice *only bad adverts* / *only well-made adverts*.
- 3 He thinks Nike adverts are very successful *because of their logo and slogan* / *because they make people feel good about themselves*.
- 4 He thinks Apple's approach to advertising was very *innovative* / *repetitive*.
- 5 Their advertising message was *honest and clear* / *modern and informative*.



Glossary

billboard /'bɪlbɔːd/ a large board on the outside of a building or at the side of the road, used for putting advertisements on

b Are there many billboards in your town or city? Do you think they make the streets uglier or more attractive?

2 LOOKING AT LANGUAGE

Metaphors and idiomatic expressions

George Tannenbaum uses a lot of metaphors and idiomatic expressions to make his language more colourful, e.g. *took the baton* = carry on in the family tradition, (from relay races in athletics).

a Watch some extracts from the interview and complete the missing words.

- 1 'You know they, what do they call them, _____ worms?'
- 2 'They **get into your** _____ and you can't get them out sometimes...'
- 3 'And I bet you I'm getting this _____ **for word** if you could find it.'
- 4 '...we do live in a celebrity culture and people, you know, **their ears** _____ **up** when they see a celebrity.'
- 5 'Have billboards and TV commercials **had their** _____?'
- 6 '...because you've got a **captive** _____.'
- 7 'they became kind of the gold standard and they rarely **hit a** _____ **note**.'

b Look at the **bold** expressions in a with a partner. What do you think they mean?

3 THE CONVERSATION



a Watch the conversation. What do they all conclude by the end?

b Watch again. Mark the sentences **T** (true) or **F** (false).

- 1 Syinat thinks we recognize certain brands because we are surrounded by advertising.
- 2 Joanne says her children don't see advertising at home because they don't have a TV.
- 3 Simon sometimes buys things without realizing that he's been influenced by advertising.
- 4 Joanne says her children don't understand the power of advertising.
- 5 Simon thinks it's a good idea to restrict advertising to children, like in Sweden.
- 6 Syinat thinks advertising doesn't really affect children.

c Do you agree with the participants that everybody is influenced by advertising?

d Watch the extracts and complete the **highlighted** phrases. In which extracts does the speaker a) give themselves time to think, b) make something clearer?

- 1 ...and you're being influenced, so, **for example we,** _____ certain brands just because they're everywhere around us.
- 2 You know, **we barely, we** _____ watch TV and we have a TV, we just don't watch very much...
- 3 ...but you see pictures in magazines and **they're starting to be – my eleven-year-old, is** _____ a little bit more cynical about what he sees...
- 4 Yeah, especially for children, **I mean I, I,** _____ younger **siblings** and it's kind of like 'Ooh, all of my friends have this toy, so I must have it as well'
- 5 **So, I think, um,** _____ **definitely I think that** the answer to the question is yes...

e Now have a conversation in groups of three.

- 1 Are there any products you think shouldn't be advertised, or shouldn't be advertised to young children?
- 2 Do you think adverts reinforce stereotypes?