

VOCABULARY advertising

7A Complete questions 1–10 with a word from the box.

commercials pop-ups brands
endorse/promote campaigns
logos influence slogans cold calls
advertise makes jingle

- Are there too many TV _____ in programme breaks?
- 'Just do it!' and 'The world's local bank' are memorable _____. What others do you know?
- What are the most popular _____ of car in your country? What's your favourite?
- Which are the most popular sports equipment _____ in your country?
- Do you think celebrities should _____ a particular product?
- What does an image of an apple with a bite taken out of it mean to you? What other _____ do you know?
- What type of advertisement would _____ you to try a new food or drink product?
- Do you ever find yourself singing a particular _____ for a product or a radio station?
- Can you recall any particularly successful advertising _____?
- If you wanted to sell a product, where would you _____?
- How do you feel about website _____? Do they work?
- What do you say when someone _____ you in the evenings?

B Work in pairs and answer the questions in Exercise 7A.

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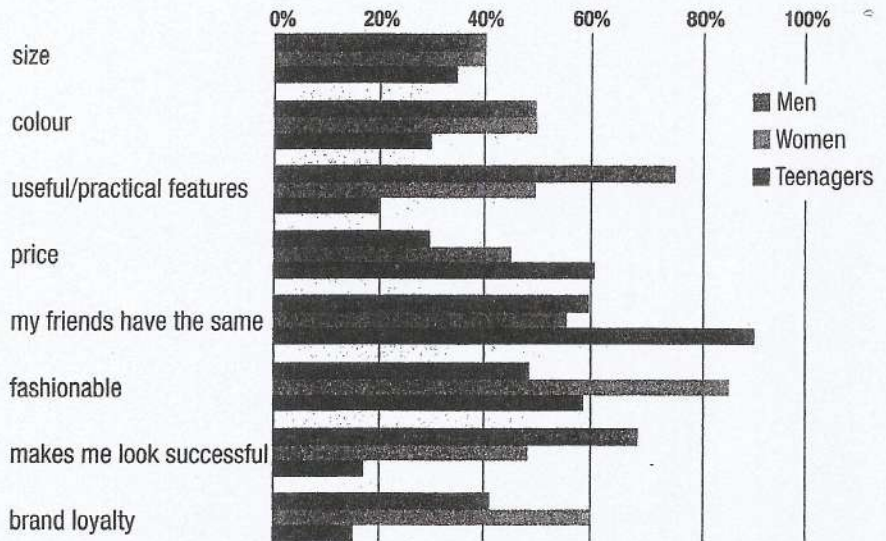
WRITING a report

8A What influences you when you buy a new gadget? Write a list of factors and put them in order of importance.

I always go for the latest model because it makes me look trendy.

B Work in groups and compare your ideas.

9A Look at the chart below which shows the results of a survey on why men, women and teenagers choose a particular smartphone. What is the most and least important factor for each group of people?



B Read the report written by a student on the survey results and answer the questions.

- Which factors are mentioned?
- The student has made one factual error. What is it?
- What is the purpose of each of the first three paragraphs in the report?

The bar chart shows the results of a survey of students and employees in our language school in relation to their reasons for buying a particular mobile phone.

First of all, comparing the results for men and women, it can be seen that some factors affect both groups more or less equally. For example, there is no difference in how much size and colour influence their choice of phone, and the results for 'my friends have the same one' show only a slight variation.

There are, however, significant differences in the results for other factors. The usefulness or practicality of a phone's features is far more important for men than for women, as is the price and how much it makes the owner look successful. On the other hand, women place greater importance on brand loyalty.

The results for teenagers showed an interesting contrast to those for men and women. First of all ...

LEARN TO make written comparisons

10 Read the report again and complete tasks 1–3.

- Circle three phrases for saying that two things are the same or nearly the same.
- Underline four phrases for talking about differences.
- Put a box around four linking phrases

11A Work in pairs. Look at the chart and make notes on five points you could make about teenagers.

B Complete the report by continuing the last paragraph. Write 100–150 words. Include at least six of the phrases in Exercise 10.