

LISTEN A MINUTE.com

Advertising

<http://www.listenAminute.com/a/advertising.html>



One minute a day is all you need to improve your listening skills.
Focus on new words, grammar and pronunciation in this short text.
Doing the online activities, discussion, survey and writing will help.
Listen many times – enough for you to you understand everything.

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THE LISTENING TAPESCRIPT

From: <http://www.listenAminute.com/a/advertising.html>

What is advertising? Is it telling the truth or is it making things look better than they really are? Or is it lying? Companies pay a lot of money for adverts. Some of the ads you see in glossy magazines look like art. The commercials on TV look like mini movies. Do they really change our behaviour? Do adverts make you buy things? I think some advertising is a form of lying. Is BMW really "The ultimate driving machine" like they say in their ads? British Airways used to say they were "The world's favourite airline," but had to stop saying it because it wasn't true. Personally, I get tired of watching ads on television. They always interrupt a good programme. I like ads in magazines. They're usually quite interesting.



LISTENING GAP FILL

From: <http://www.listenAminute.com/a/advertising.html>

What is advertising? Is it _____ truth or is it making things look better than they really are? _____ lying? Companies pay a lot of money for adverts. Some of the ads you see _____ magazines look like art. The commercials on TV look like mini movies. Do they really change our _____? Do adverts make you buy things? I think some advertising is a form of lying. Is BMW really "The _____ driving _____" like they say in their ads? British Airways used to say they were "The world's _____ airline," but had to stop saying it because it wasn't true. Personally, I get _____ watching ads on television. They always _____ a good programme. I like ads in magazines. They're usually _____ interesting.



CORRECT THE SPELLING

From: <http://www.listenAminute.com/a/advertising.html>

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UNJUMBLE THE WORDS

From: <http://www.listenAminute.com/a/advertising.html>

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 **DISCUSSION** (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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 **DISCUSSION** (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

STUDENT ADVERTISING SURVEY

From: <http://www.listenAminute.com/a/advertising.html>

Write five GOOD questions about advertising in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET INFO: Search the Internet and find more information about advertising. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about advertising. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. ADVERTISING POSTER Make a poster about advertising. Show it to your classmates in the next lesson. Give each other feedback on your posters.

5. MY ADVERTISING LESSON: Make your own English lesson on advertising. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.

6. ONLINE SHARING: Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on advertising. Share your findings with the class.

