

# Contents

|             |          |                                   |            |
|-------------|----------|-----------------------------------|------------|
| <b>UNIT</b> | <b>1</b> | <b>Advertising</b>                | <b>1</b>   |
| <b>UNIT</b> | <b>2</b> | <b>Sports</b>                     | <b>25</b>  |
| <b>UNIT</b> | <b>3</b> | <b>Jobs</b>                       | <b>45</b>  |
| <b>UNIT</b> | <b>4</b> | <b>Psychology</b>                 | <b>67</b>  |
| <b>UNIT</b> | <b>5</b> | <b>Generations and the Family</b> | <b>85</b>  |
| <b>UNIT</b> | <b>6</b> | <b>History and Government</b>     | <b>107</b> |
| <b>UNIT</b> | <b>7</b> | <b>Tourism</b>                    | <b>131</b> |
| <b>UNIT</b> | <b>8</b> | <b>Environment and Resources</b>  | <b>149</b> |

Unit

1

# Advertising



# SESSION 1

## TOPIC 1

### James Bond's new mission

#### Task 1 | Listening for gist

Watch a video of a car advertisement. What does Pierce Brosnan, former James Bond actor, expect in the advertisement? What scenarios does the advertisement director, Chad, outline instead? Complete the following table according to the video.

| Pierce's expectations | Chad's plan |
|-----------------------|-------------|
|                       |             |

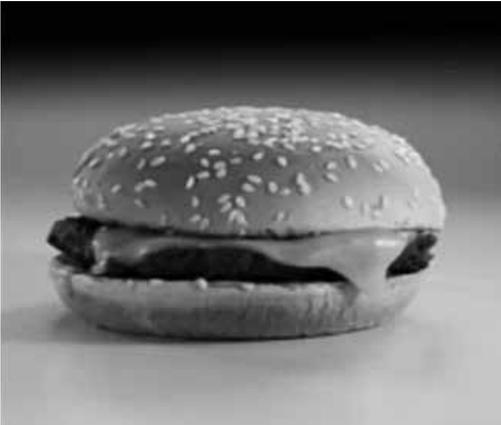
## TOPIC 2

### Go behind the scenes

#### Task 1 | Warm-up

Below are two photos of hamburgers. Take a look at the first hamburger. What ingredients are

there in it? What about the second hamburger? What differences are there between these two hamburgers?



A



B

**Task 2 | Listening for gist**

Watch a video about McDonald’s photo shoot. Answer the following questions.

1. What is the question from Isabel M. from Toronto?
2. What does Hope Bagozzi, director of marketing for McDonald’s Canada, do in order to answer Isabel’s question?
3. Tick (✓) what they usually do in an advertisement photo shoot of a hamburger.
  - buying a hamburger from the McDonald’s
  - preparing a hamburger for photographing
  - photographing the hamburger
  - retouching the photograph on a computer
  - comparing the photographs of hamburgers

**Task 3 | Listening for specific information**

Watch the video again. Complete the following table about what have been done in the photo shoot and the comparison results.

|                             | Burger 1                           | Burger 2           | Note   |
|-----------------------------|------------------------------------|--------------------|--|
| <b>Making the hamburger</b> | Type: Quarter Pounder with _____   |                    | Both burgers have all the same _____, such as the patties, _____, mustard, _____, buns, etc. |
|                             | Source: bought from the McDonald’s | crafted by a _____ |  |

(To be continued)

(Continued)

|                           | Burger 1   | Burger 2  | Note   |
|---------------------------|--|---|--|
| <b>Photographing</b>      | No preparation: Everything in the burger is lined up naturally.  | Special preparation:<br>_____<br>_____            | The camera, the lights, etc. are all the same.   |
| <b>Retouching</b>         | No finessing.  | just enhancing some _____, and _____ some accents | Retouching is to make it look more _____ and more _____.                                     |
| <b>Comparison results</b> | <b>Differences</b>   |   | <b>Explanations</b>  |
|                           | There is a _____ difference.   |   | The box keeps it _____, which creates a _____ effect. So the bun _____ a little bit.         |
|                           | In one burger, all the ingredients are _____ under the bun. In the other burger, they are pulled to the _____. |   | The ad picture reveals all the ingredients the hamburger has so that customers can see them. |

### TOPIC 3

## Clever tricks of ads

### Task 1 | Warm-up

Match the words and phrases on the left with their synonyms or explanations on the right.

| Words and phrases  | Synonyms or explanations |
|--------------------|--------------------------|
| ( ) 1. luminaries  | A. hunger for            |
| ( ) 2. focal point | B. the subconscious      |
| ( ) 3. bankroll    | C. unknowingly           |
| ( ) 4. adverts     | D. satisfy               |
| ( ) 5. entwine     | E. arouse                |

(To be continued)

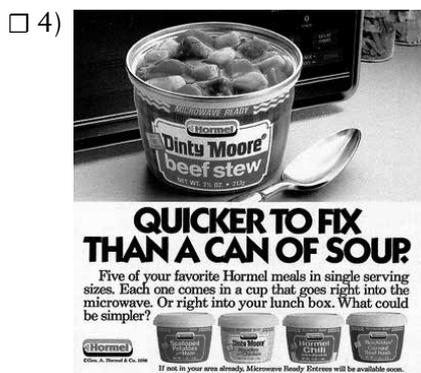
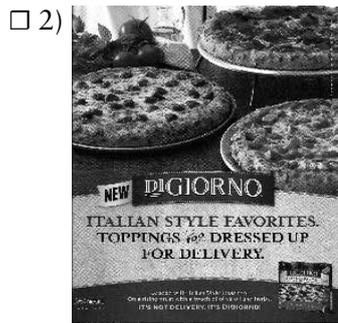
(Continued)

| Words and phrases       | Synonyms or explanations         |
|-------------------------|----------------------------------|
| ( ) 6. depict           | F. stop                          |
| ( ) 7. cease            | G. deep desires                  |
| ( ) 8. evoke            | H. emotional attraction          |
| ( ) 9. glimpse          | I. big names                     |
| ( ) 10. emotional pull  | J. focus                         |
| ( ) 11. unwittingly     | K. pay for                       |
| ( ) 12. quench          | L. advertisements                |
| ( ) 13. the unconscious | M. bind up together              |
| ( ) 14. Madison Avenue  | N. describe                      |
| ( ) 15. buried longings | O. notice                        |
| ( ) 16. long for        | P. the U.S. advertising industry |

## Task 2 | Listening for gist

Watch a video about new advertising. Answer the following questions.

1. What was traditional advertising like in the early 19th century?
2. When did it start to change?
3. Tick (✓) the following ads which you would qualify as an example of the new way of advertising.



4. What can we know about Patek Philippe? ( )
- A. Patek Philippe is a world-famous manufacturer of watches.
  - B. Its advertisements are used as an example of new advertising.
  - C. Its advertisements are all about the functionality of the watches.
  - D. Its advertisements are good examples of traditional advertising.

**Task 3 | Listening for specific information**

Watch the video again. Complete the following summary.

**Features of new adverts:**

New adverts stop to be about \_\_\_\_\_. They begin to focus more on other things that are more \_\_\_\_\_ to customers and try to combine their products with these things.

New adverts work because they have a good \_\_\_\_\_ of what our \_\_\_\_\_ are, what we truly \_\_\_\_\_. Their \_\_\_\_\_ is based on \_\_\_\_\_, as they recognize we long for many good qualities of life that are hard to find in real life.

**Examples of new adverts:**

| Product | Adverts' focal point                                   |
|---------|--|
| car     | _____  |
| soap    | _____  |
| _____   | the attitude of resoluteness and resilience            |
| watch   | _____ hanging out; filial and paternal _____ and _____ |

**Problem of new adverts:**

While new adverts \_\_\_\_\_ us with reminders of our \_\_\_\_\_, they cannot do anything to \_\_\_\_\_ them. The products they advertise cannot help give us what we subconsciously believed were on offer. In this sense, they are unknowingly being \_\_\_\_\_ to us.

**Task 4 | Listening for language**

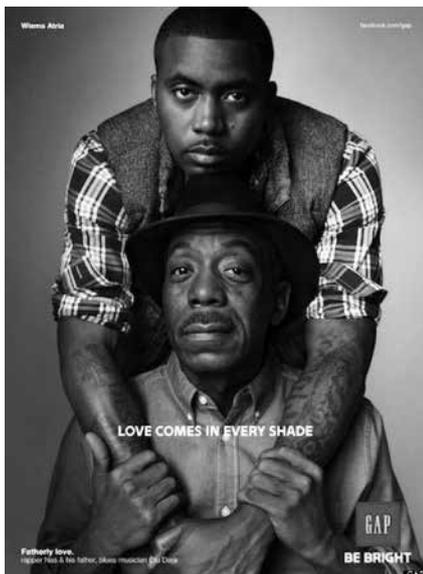
Complete the following excerpts with the words and phrases in the box below (change the form if necessary). Watch the video again and check your answers.

|                |             |                |             |
|----------------|-------------|----------------|-------------|
| direct         | focal point | in relation to | entwine     |
| depict         | cease       | evoke          | glimpse     |
| emotional pull | based on    | arouse         | unconscious |
| eerily         | hunger for  |                |             |

1. ...advertises \_\_\_\_\_ to be, in a narrow sense, about the things that they were selling.
2. The focus of an ad might ostensibly be on a car, but our attention was also being \_\_\_\_\_ at the harmonious, handsome couple holding hands beside it.
3. ...it was the attitude of resoluteness and resilience on display that provided the compelling \_\_\_\_\_.
4. ...by \_\_\_\_\_ their products with these ingredients sales could be transformed.
5. It's almost impossible not to have \_\_\_\_\_ one somewhere.
6. In one example, a father and son are hanging out together in scenes which tenderly \_\_\_\_\_ filial and paternal loyalty and love.
7. It's moving because what it \_\_\_\_\_ is so hard to find in real life.
8. Their \_\_\_\_\_ is \_\_\_\_\_ knowing us \_\_\_\_\_ well, as they recognize we are creatures who \_\_\_\_\_ good family relationships, ...
9. Advertisers may want to sell us things but incommensurate things \_\_\_\_\_ the hopes they've \_\_\_\_\_.
10. ...but these items cannot by themselves help us secure the goods our \_\_\_\_\_ believed were on offer.

### Task 5 | Follow-up

Look at the following two advertisements of clothing. Select one of the advertisements and explain to a partner the design of the advertisement. For instance, what is its focus? How does it appeal to customers? Is it an example of traditional advertising or new advertising?



A



B

## TOPIC 4

# Integrated advertising

### Task 1 | Warm-up

Discuss the following questions with a partner.

1. Media channels are very important for advertising agencies to deliver marketing messages to consumers. Nowadays there are a variety of media channels or tools, some of which are listed in the box below. Which of them do you think are traditional and which are more recent?

|           |                |          |              |                 |
|-----------|----------------|----------|--------------|-----------------|
| TV        | banners        | radio    | newspaper    | social networks |
| billboard | smartphone app | magazine | the Internet |                 |

2. In contrast to traditional advertising, a new way of advertising—“integrated advertising” is gaining popularity recently. What do you think “integrated advertising” might mean?

### Task 2 | Listening for gist

Watch a video about integrated advertising. Answer the following questions.

1. Which of the following explanations about “integrated advertising” are correct? ( )
  - A. Integrated advertising involves only traditional media channels.
  - B. Integrated advertising combines multiple media tools or channels.
  - C. Integrated advertising campaigns are based on a “big” idea.
  - D. Integrated advertising creates a better consumer experience.
  - E. Integrated advertising makes advertising agencies obsolete.
2. What does “1+1=3” mean in this video? ( )
  - A. Integrated advertising is based on ideas that do not seem to make sense.
  - B. Integrated advertising costs much more than traditional advertising.
  - C. Integrated advertising can deliver more marketing messages to consumers.
  - D. Media channels can add up to yield greater results in integrated advertising.

### Task 3 | Listening for specific information

Watch the video again. Complete the following tasks.

1. Complete the following table about changes in media channels, consumer characteristics, and advertising.

| Media channels   | Consumer characteristics  | Advertising   |
|--|---|---|
| TV, radio, newspapers, billboards, etc.  | Consumers see the message, if he _____ it, he would _____ the product.  | traditional advertising—advertising in a _____ direction  |
| the Internet; new technologies   | Consumers have more sophisticated media tools.  | traditional advertising—bombarding the consumers with marketing messages through _____  |
| The Internet, social networks, and other new technologies have now become _____. | A consumer is much more _____ and involved. He also _____ quickly. He's looking for something more than marketing message, and wants to know _____. | Integrated advertising:<br>1) It's based on a _____ idea (something that _____ the consumer, gives him _____, and lets him _____).<br>2) The big idea has to _____ with all media tools that _____ to each other.<br>3) It produces a greater experience for the consumers. |

2. What does the advertising agency do in integrated advertising? Tick (✓) the following which are said to be its responsibilities.

- A. leading the whole process of integrated advertising from start to end
- B. making sure everything is done using the same language
- C. making sure different media channels work toward the same target
- D. designing innovative media tools for communicating with consumers
- E. monitoring and studying the results of work from each media tool
- F. paying attention to what consumers like or dislike or what they want
- G. specializing in dealing with disastrous public relations emergencies
- H. learning about what new media tools are becoming popular
- I. trying to create a more enjoyable experience for the consumers
- J. navigating through social networks in search of famous brands

#### Task 4 | Listening for language

Match the words in the first box with those in the second one to form a collocation and then match with its explanation in the third box. Watch the video again. Complete the excerpts with these phrases in their appropriate forms.

bring  
experience  
integrate  
be attentive  
pop  
consume

with  
about  
information  
to  
up  
brands

to make something happen  
to combine with  
to make use of information  
to learn by experience about brands  
to pay careful attention to something  
to show up or appear

1. Today when technology, the Internet, and social networks are really a part of a consumer's life, they changed the way he \_\_\_\_\_, decides what to buy, \_\_\_\_\_, and he is much more connected and involved.
2. This new situation \_\_\_\_\_ "integrated advertising"—a method of advertising that's based not just on an idea, but on "a big idea."
3. This big idea has to \_\_\_\_\_ media tools that will link to each other, and not just stand alone like in the old kind of advertising.
4. This new role requires us advertising agencies more than ever to \_\_\_\_\_ what consumers want, and also to be updated with the new and innovative media tools that \_\_\_\_\_ every day.

### **Task 5** | **Follow-up**

**Have you had any experience which you think might be an example of "integrated advertising"? Share your experience with a partner.**

# Social media influencers

**Task 1 | Warm-up**

Complete the following tasks with a partner.

1. Match the words and phrases on the left with their explanations on the right.

| Words and phrases     | Explanations   |
|-----------------------|--|
| ( ) 1. Instagram post | A. the U.S. Federal Trade Commission that is responsible for preventing unfair or deceptive business practices |
| ( ) 2. cash in on     | B. to take advantage of  |
| ( ) 3. sponsor        | C. a person who chooses to regularly receive somebody's online posts using a social networking service         |
| ( ) 4. FTC            | D. a photo and video-sharing social networking service   |
| ( ) 5. follower       | E. to pay for an event in order to advertise your products   |

2. An influencer is someone who affects or changes the way other people behave, for example, through the use of social media. Influencers are becoming increasingly important for advertising. How can an influencer help with advertising?

**Task 2 | Listening for gist**

Watch a video of a report about social media influencers. Choose the best answer for the following questions.

- What kind of role do influencers play in advertising according to the report? ( )
  - They often appear in TV ads promoting products as social media celebrities.
  - They can ask their followers to buy only certain brands and avoid other brands.
  - They can influence potential buyers of a product by using it on social media.
  - They can help advertisers to test their products and offer valuable opinions.
- Why would influencers want to participate in advertising? ( )
  - Because they want to recommend some good products to their followers.
  - Because they can earn a lot of money by advertising products in their posts.
  - Because they do not realize that they are actually advertising for a product.
  - They are simply doing it for fun and there isn't any special reason behind it.

3. What is the problem with what the advertising influencers are doing on social media? ( )
- A. Some of them are advertising defective products on social media.
  - B. Influencers should not do any advertising because it is illegal.
  - C. They don't tell their followers the post is actually an advertisement.
  - D. They should not advertise products for money on social media.

**Task 3 | Listening for specific information**

**Watch the video again. Choose the best answer for the following questions.**

1. When did Samantha Magnione become famous on Instagram? ( )
- A. Her dog, a golden retriever, drowned in a photo shoot.
  - B. Her photo of her dog in a kayak won a photo competition.
  - C. She earned a lot of money advertising on social media.
  - D. She bought a lot of cool outdoor outfits for kayaking.
2. Which of her gears is NOT given by an advertiser? ( )
- A. Her kayak.
  - B. Her dog food.
  - C. Her camera.
  - D. Her smartwatch.
3. How does Mat Bound, the creative director at Garmin International, compare social media marketing with traditional advertising? ( )
- A. Influencer marketing brings about the same effect as traditional advertising.
  - B. Social media advertising often interrupts and annoys the consumers.
  - C. Influencer marketing also depends on mediums such as print or broadcast.
  - D. Social media marketing has its advantage over traditional advertising.
4. According to the report, is social media advertising effective or not? ( )
- A. It is not very effective as very few people actually buy anything under the influence of social media posts.
  - B. It is effective because many people have reported about buying things because some influencers are using it.
  - C. Its effect is still hard to say as there is no data on how many consumers have purchased things due to influencer marketing.
  - D. The report has made no mention of whether social media advertising is effective in influencing consumer behaviors.
5. Which of the following statements is TRUE about Natalie Amrossi? ( )
- A. She has a financial job at JPMorgan, a famous investment bank.
  - B. She is only doing social media advertising as a part-time job.
  - C. Her aerial photographs are very popular among her followers.
  - D. She earns \$6,000 to \$50,000 doing influencer marketing each year.

6. Bonnie Patten is the executive director at Truth in Advertising. Which of the following statements expresses her opinions correctly? ( )
- A. Social media advertising is not very effective at influencing consumers.
  - B. Celebrities such as Selena Gomez don't advertise much on social media.
  - C. Most influencers don't make it clear which of their posts is an advertisement.
  - D. Most of the social media influencer advertising is not violating FTC rules.
7. Which of the following statements is TRUE about Selena Gomez? ( )
- A. She is an online celebrity with the most followers on Instagram so far.
  - B. Coca-Cola paid her about \$550,000 for one of her post on social media.
  - C. She refused to add "ad" to her Coca-Cola post after being asked to do so.
  - D. It is estimated that she has more than 120 million followers on Instagram.

**Task 4 | Listening for language**

**Watch the video again. Complete the following excerpts with the words you hear. Choose (✓) the right meaning for each of them from the box below.**

1. He oversees a team of eight \_\_\_\_\_ people just like Samantha whom marketers call influencers, social media users with large followings whose interests range from fashion and fitness to photography, parenting and of course celebrities.
2. Some 40 percent of people say they've purchased an item after seeing an influencer use it on social media, \_\_\_\_\_ a billion-dollar market this year alone.
3. Five billion by 2020 according to one forecast. It's money that's \_\_\_\_\_ people like Natalie Amrossi, aka Miss Hattan who quit her finance job at JPMorgan to do the influencer thing full time.
4. But all these sponsored posts have \_\_\_\_\_. Selena Gomez is the most followed person on Instagram.
5. So it's the \_\_\_\_\_ right now. The vast majority of social media influencers are not disclosing that these are ads.

- |   |   |
|---|---|
| 1. <input type="checkbox"/> A. searching for  | 1. <input type="checkbox"/> B. trying to avoid                  |
| 2. <input type="checkbox"/> A. helping to cause a situation   | 2. <input type="checkbox"/> B. helping to destroy something     |
| 3. <input type="checkbox"/> A. being paid by someone  | 3. <input type="checkbox"/> B. moving from one place to another |
| 4. <input type="checkbox"/> A. alerted people that something is not right and deserves closer attention |   |
| <input type="checkbox"/> B. served as a sign that a mission has been accomplished successfully          |   |
| 5. <input type="checkbox"/> A. a situation where there are no laws or little respect for the laws       |   |
| <input type="checkbox"/> B. a situation where businesses develop quickly and are successful             |   |

**Task 5 | Follow-up**

Do you think social media influencers should label their sponsored posts as “advertisements”? What are your reasons? Discuss the questions with a partner.

**TOPIC 6**

# Portrayal of women in adverts

**Task 1 | Listening for gist**

Watch a video about the portrayal of women in advertisements. Answer the following questions.

1. What are the typical images of women in the early advertisements?
2. What could advertising reflect according to Lindsey?
3. Is Lindsey satisfied with the change of gender portrayal in advertising nowadays?
4. What images of women does Lindsey expect to see in advertising?
5. What does Lindsey think about girls nowadays?
6. What is important in advertising according to Lindsey?

**Task 2 | Follow-up**

Discuss the following questions with a partner.

1. What are the typical images of men in the advertisements nowadays?
2. Do you agree with Lindsey’s opinion that advertising is a reflection of a society? What are your reasons?

# SESSION 2

## TOPIC 1

### A Pantene ad

#### Task 1 | Listening for gist

Watch a video of a commercial song and complete the lyrics of the song.

All around me are \_\_\_\_\_ faces,  
Worn out places, \_\_\_\_\_ faces;  
Bright and early for their daily \_\_\_\_\_,  
Going nowhere, going nowhere;  
And their tears are filling up their \_\_\_\_\_,  
No expression, no expression.  
\_\_\_\_\_ world, \_\_\_\_\_ world...

## TOPIC 2

### Viral ad tackles workplace stereotypes

#### Task 1 | Warm-up

Watch the commercial in Topic 1 again and answer the following questions.

1. In the commercial, men and women in the workplace are labeled with stereotyped traits (listed in the box). Which traits are used to describe men and which to describe women?

boss bossy persuasive pushy dedicated selfish neat vain smooth show-off

| Men | WOMEN |
|-----|-------|
|     |       |

2. Discuss the meanings of the words with a partner and decide whether they are complimentary or derogative.

### Task 2 | Listening for gist

Watch a video about an ad that tackles workplace stereotypes. Complete the answers to the following questions.

1. What's the advertisement about according to the news report?  
The focus of the news report is about a \_\_\_\_\_ commercial that advertises for \_\_\_\_\_ products.
2. Where is it being broadcast on TV?  
The ad is being broadcast on TV in \_\_\_\_\_ but becomes very popular on the \_\_\_\_\_ as well.
3. How is it taken by people on the web?  
The ad is being applauded by many for highlighting \_\_\_\_\_ at the workplace and revealing many examples of \_\_\_\_\_ that female workers face.
4. What message does the company want to send through the commercial?  
Don't let labels \_\_\_\_\_. Be \_\_\_\_\_ and \_\_\_\_\_.

### Task 3 | Listening for specific information

Watch the video again. Answer the following questions.

1. What Alexandra Bruell says about the commercial:
  - 1) What is the message of the commercial?
  - 2) What is her comment on the company?
2. What Sheryl Sanberg says about the commercial:
  - 1) Does she like the commercial?
  - 2) What do the commercial and her book *Lean In* have in common?

#### Task 4 | Listening for language

Read the following sentences and choose (✓) the words which you think are appropriate in the context. Watch the video again and check your answers.

1. ...the double standards women sometimes face in the workplace. They're being ( tackled/ talked) in a powerful commercial that has, again, gone ( vital/ viral). That seems to be the word of the day. ABC's Bianna Golodryga goes inside an ad that has women and men talking.
2. It's a shampoo ad that's speaking ( volumes/ voices). And we're not just talking voluminous ( locks/ looks). The commercial for Pantene, highlighting gender inequality in the workplace, breaking down double standards so many can ( relate/ recall) to.
3. A man is a boss. While the woman is bossy. A man ( commended/ commented) for being dedicated. A woman condemned for being selfish.
4. This ad is striking a ( chord/ call) with a lot of women. As a beauty company, it's saying women can be beautiful and there shouldn't be a double standard.
5. The ad airs in the Philippines, but has gone viral on the Web, ( raking/ racking) up 5,000,000 views and counting on YouTube in just over a month.
6. There are more women in top jobs today than ever before. You know, it's a really important time to be ( spreading/ speaking) this message. And, you know, I think that Pantene is right on.
7. Perhaps the last line of the Pantene ad ( sums/ says) it up best. Don't let labels hold you back. Be strong and shine.

#### Task 5 | Follow-up

A stereotype usually refers to a fixed, overgeneralized belief about a particular group or class of people. Do you find any other stereotypes tagged on women? What would be the impact of these stereotypes?

## TOPIC 3

# Responses to the commercial for Dove

### Task 1 | Warm-up

Discuss the following questions with a partner.

1. Look at the following pictures. Popular fashion retailer H&M posted an image of a black boy wearing a hoodie adorned with the words “coolest monkey in the jungle” while a white boy wearing a similar one with “mangrove jungle survival expert.” This sparked a flurry of angry tweets across social media. Why did people feel so angry with the picture?



2. What is your opinion about this?

### Task 2 | Listening for gist

Watch a video of an interview about a commercial. Answer the following questions.

1. Which company encounters a problem this week? What kind of company is it?
2. What is the problem with the advertisement of the company?
3. Who is Lola Ogunyemi?
4. Did Lola like the advertisement? What about her friends and family members?
5. Did the company apologize for the advertisement?
6. Could the company have avoided the problem according to Lola?

### Task 3 | Listening for specific information

Watch the video again. Complete the following tasks.

1. There are two versions of the Dove ad, how different are they? Complete the following table.

|            | The original advertisement | The short clip of advertisement |
|------------|----------------------------|---------------------------------|
| Characters |                            |                                 |
| Plots      |                            |                                 |
| Theme      |                            |                                 |

2. What is Lola's opinion on the dispute caused by the ad?

#### A summary of Lola's opinion

1) On the original advertisement:

“When I saw the ad itself, I was \_\_\_\_\_, and I thought the ad was \_\_\_\_\_.”

2) On the racial accusation from the social media:

“I was just \_\_\_\_\_, and I don't feel it was \_\_\_\_\_.”

3) On Dove's apology:

“I \_\_\_\_\_ why they apologize to an extent. However, they could have \_\_\_\_\_ that they just promote \_\_\_\_\_. But since they've encountered the similar problem, they should have \_\_\_\_\_ that can point it out before it \_\_\_\_\_.”

### Task 4 | Listening for language

Watch the video again. Complete the following excerpts with the words you hear.

- Well, it had to apologize for this advertisement that \_\_\_\_\_ by many on social media as racist and one of the models \_\_\_\_\_ in that ad is Lola Ogunyemi who joins us now.
- I loved it so that the 30-second version was made for TV and they were shorter snippets \_\_\_\_\_ the kind of T-shirt concept for social media, so...
- And I remember \_\_\_\_\_ and they're explaining the concept to us, everyone was like, “This is amazing! It's gonna be so cool!” Everyone was \_\_\_\_\_ to be a part of it.
- We weren't sure which of us would be \_\_\_\_\_, where and how exactly it would look, but the concept of it was...sounded \_\_\_\_\_ to us, so I think the screenshots that have kind of taken the media by storm paint a slightly different picture which is why I felt it was interesting.
- Do you think there's an element of people \_\_\_\_\_ to be offended by something? And Dove have come out and apologized which I would imagine you can understand.
- Absolutely. I think I understand why they apologize to an extent. However, \_\_\_\_\_ that the concept, or if they had the idea that the concept was actually just promote diversity...
- So from what I understand, people were saying, “Oh my God! How do you feel? Are you okay? Being at the center of this \_\_\_\_\_ and...”
- What were they saying to you in terms of “Do you feel upset?” “I agree you've been really

\_\_\_\_\_ by all”—isn't this a bit of \_\_\_\_\_?

9. But that had come out a month after the ad had come out, and everyone had been so congratulatory and \_\_\_\_\_ for me. And then that the whole day just kind of \_\_\_\_\_ as more people started reporting on it.
10. 'Cause if you \_\_\_\_\_ “racist advert” into a search engine now, your face \_\_\_\_\_. But for you, it's not racist.

### Task 5 | Follow-up

Do you find any advertisement which has a strong bias against some group of people? What is it? Describe it and share your ideas with a partner.

## TOPIC 4

# Secrets of the sell—outsmarting deceptive advertising

### Task 1 | Warm-up

In order to promote sales, manufacturers and marketers use a variety of tactics to attract customers' attention. Unfortunately, some of those tactics are only dishonest advertising to trick people into purchasing. For example, what do you think consumers should be alerted to in the following pictures?



A



B

### Task 2 | Listening for gist

Watch a video which discloses three kinds of misleading advertising. Write down their names (one has been given) and draw a line between each name and its corresponding advertisement example given in the video.

1. \_\_\_\_\_ A. Sears' domestic appliances sales advertisement
2. tiny type B. Hobby Lobby store sales advertisement
3. \_\_\_\_\_ C. attractive picture on a toy's packaging

### Task 3 | Listening for specific information

Watch the video again. Decide whether the following statements are true (T) or false (F).

- ( ) 1. The main problem with the picture on the toy's packaging is that it has a different color with the real toy.
- ( ) 2. Manley Toys was found guilty in a lawsuit and had to pay a huge amount of money due to its misleading toy pool box photo.
- ( ) 3. Sears thinks that its sales conditions as specified in the small print of the advertisement are clear and fair.
- ( ) 4. The 50 percent-off sale offer has been going on for at least a year in Hobby Lobby stores.
- ( ) 5. Hobby Lobby admitted that its sales advertising was deceptive and had to pay a huge fine.

### Task 4 | Listening for language

Watch the video again. Complete the following excerpts with the words you hear. Choose (✓) the right meaning for each of the numbered words from the box below.

1. These kids are ready to \_\_\_\_\_ in the \_\_\_\_\_ pool they see on the box cover. But instead they are getting a lesson about a 1) \_\_\_\_\_ sales \_\_\_\_\_—the photo fake-out.
2. Then there's the tiny \_\_\_\_\_ behind the big 2) \_\_\_\_\_. This Sears ad promising an "extra 15 percent off all appliances with Sears card," but as the website mouseprint.org found last year, there's \_\_\_\_\_ below that "15 percent off all."
3. But the New York attorney general said, \_\_\_\_\_. These sales were actually offered every single day for at least a year. While not \_\_\_\_\_, Hobby Lobby paid a \$220,000 3) \_\_\_\_\_ last June. And David, this is all a \_\_\_\_\_ to stay 4) \_\_\_\_\_ as a consumer.

- |   |
|---|
| <ol style="list-style-type: none"><li>1) <input type="checkbox"/> A. clever                      <input type="checkbox"/> B. dishonest</li><li>2) <input type="checkbox"/> A. advertising something a lot and exaggerating its good qualities to gain attention<br/><input type="checkbox"/> B. the particular size and style of a set of letters and numbers that are used in printing</li><li>3) <input type="checkbox"/> A. an amount of money you give to someone in order to end an argument or dispute<br/><input type="checkbox"/> B. a sum of money that must be paid as punishment for breaking a law or a rule</li><li>4) <input type="checkbox"/> A. having hope for or feeling confident about the future<br/><input type="checkbox"/> B. doubting that a claim is true or that something will happen</li></ol> |
|---|

**TOPIC 5**

# What's in a name?

**Task 1 | Warm-up**

Discuss the following questions with a partner.

1. Look at the following pictures of brands. Put their names in the right place of the box below and write its Chinese name.



A



B



C



D

|                     | A fast food company | A baby's diaper company | A soft drink company | A vacation rentals company |
|---------------------|---------------------|-------------------------|----------------------|----------------------------|
| Brand name          |                     |                         |                      |                            |
| Chinese translation |                     |                         |                      |                            |

2. What are the meanings of the brands' Chinese names? Do you think they translate well? What are your reasons?

**Task 2 | Listening for gist**

Watch a video about brand name translation. Tick (✓) the names which don't translate well in Chinese according to the video.

- McDonald's (old)
- McDonald's (new)
- Pampers
- Coca-Cola
- Airbnb
- Dallas Mavericks

**Task 3 | Listening for specific information**

Watch the video again. Complete the following table.

| Company          | Chinese name | Meaning of Chinese name | Problem of Chinese name   |
|------------------|--------------|-------------------------|---|
| McDonald's (old) |              |                         |   |
| McDonald's (new) |              |                         |   |
| Pampers          |              |                         |   |
| Coca-Cola        |              |                         |   |
| Airbnb           |              |                         |   |
| Dallas Mavericks |              |                         | “Mavericks” actually refers to a distinct American term symbolizing a free-spirited individual. |

**Task 4 | Listening for language**

Watch the video again. Complete the following excerpts with the words you hear.

1. McDonald's is now registered under a different name in China, and it might not get the warm welcome the company was expecting. The fast-food giant was registered as *Maidanglao*, \_\_\_\_\_ its English name.
2. On Wednesday McDonald's confirmed it changed its official name to *Jingongmen* which \_\_\_\_\_ golden arches.
3. A lot of English names and idioms don't translate well, so companies will change their names in China to something that \_\_\_\_\_ of the company.
4. And the Dallas Mavericks \_\_\_\_\_ change its name in China last month after realizing that for over two decades its translation really meant the little cows.
5. If the Chinese market really isn't \_\_\_\_\_ McDonald's new name, the company has some good news. It's only going with golden arches for its business registration. It plans to \_\_\_\_\_ *Maidanglao* for all of its branding.

**Task 5 | Follow-up**

Do you find any other foreign brands or companies whose names don't translate well in Chinese? What are they? What are the problems with their Chinese names? Could you give them better names?

## TOPIC 6

# Super Bowl ads create buzz

### Task 1 | Listening for gist

**Watch a video about Super Bowl ads. Answer the following questions.**

1. Who is Abby in the program?
2. What is “teaser” in the talk?
3. Will we see teasers all the time?
4. Why do the marketers release the teasers before Super Bowl?
5. Is it expensive to advertise during the Super Bowl? How much does it cost?
6. What is people’s response to General Mills’ ad?
7. Is the Budweiser ad the normal 30-second spot?
8. What does Budweiser want to express through their ad according to Abby?