

## 9 Grammar, Vocabulary, and Pronunciation **A**

### GRAMMAR

#### 1 Underline the correct word(s).

Example: Although / In spite of the exam was hard, I still passed.

- Book early in order **to** / **for** get tickets at the lowest prices.
- In spite of** / **Although** the cost, I'm really glad we flew first class.
- I phoned the hotel **so as** / **so that** they would know we'd be arriving late.
- We enjoy playing tennis, **even though** / **despite** we're not very good at it.
- You should take the exam, **though** / **in spite of** you'll need to study hard for it.
- I ignored her mistake **so as not to** / **to not** embarrass her.

 6

#### 2 Underline the correct word(s).

Example: The scenery in Switzerland is / are fantastic.

- Politics **is** / **are** a stressful occupation.
- The Shard is a famous London building made mostly of **the glass** / **glass**.
- Bring two **trousers** / **pairs of trousers** in case you need to change.
- Would you like **a piece of** / **a** toast with that coffee?
- Do you have any **advices** / **advice** about travelling in Mexico?
- I live **on the outskirts** / **on an outskirts** of Los Angeles.
- Do you have **a pair of** / **a** shorts I could borrow if it's hot tomorrow?
- All the staff in the travel agency **was** / **were** very helpful.

 8

#### 3 Complete the sentences with the correct words.

~~whenever~~ whatever whichever whenever  
however wherever whoever

Example: Whenever I see roses, I always think of you.

- Order \_\_\_\_\_ you want to eat – I'm paying!
- \_\_\_\_\_ we travel, by train, bus, or car, it's not going to be cheap.
- \_\_\_\_\_ I ask, they all say the same thing – we're going in the wrong direction.
- I'm a freelance journalist so I can work for \_\_\_\_\_ newspaper I want to.
- You'll find friendly people \_\_\_\_\_ you go in the world.
- I don't have children in school now so I can go on holiday \_\_\_\_\_ I want to.

 6

Grammar total	<b>20</b>
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### VOCABULARY

#### 4 Complete the words in the sentences.

Example: A chain is a group of shops owned by the same company.

- It's a huge chain with over a thousand **b** \_\_\_\_\_ across the country.
- We've kept the business small but it's time now to **e** \_\_\_\_\_ into bigger markets.
- The annual board meeting is held in the **h** \_\_\_\_\_ office in London.
- I had to close the shop because it wasn't making a **p** \_\_\_\_\_.
- What's the name of that actor? He's in that TV **c** \_\_\_\_\_ for coffee.
- We do **b** \_\_\_\_\_ with companies all over the world.
- If we don't act soon we'll be taken **o** \_\_\_\_\_ by a multinational company.
- If a sportsperson **e** \_\_\_\_\_ a product, it can go wrong if they start to perform badly.
- Don't believe those adverts, they're totally **m** \_\_\_\_\_.
- We should **m** \_\_\_\_\_ the two companies. It will cost less to run one big company.

 10

## 9 Grammar, Vocabulary, and Pronunciation **A**

5 Write the words in brackets with the correct prefix or suffix.

Example: someone who can speak two languages  
(lingual) = *bilingual*

- 1 a main character in a book or film who isn't heroic (hero) = \_\_\_\_\_
- 2 the area around where you live (neighbour) = \_\_\_\_\_
- 3 not getting a high enough salary (paid) = \_\_\_\_\_
- 4 somebody that doesn't smoke anymore (smoker) = \_\_\_\_\_
- 5 to sleep longer than you intended to (sleep) = \_\_\_\_\_
- 6 something that's paid for before you use it (paid) = \_\_\_\_\_
- 7 to say a word wrongly (pronounce) = \_\_\_\_\_
- 8 food that is still a bit raw (cook) = \_\_\_\_\_
- 9 the economic system run for private profit (capital) = \_\_\_\_\_
- 10 the result of making something better (improve) = \_\_\_\_\_

10

Vocabulary total  20

### PRONUNCIATION

6 Match the words with the same sound.

digital    **business**    company  
~~slogan~~    false    import

Example: promote    *slogan*

- 1 decision    \_\_\_\_\_
- 2 launch    \_\_\_\_\_
- 3 profit    \_\_\_\_\_
- 4 multinational    \_\_\_\_\_
- 5 merge    \_\_\_\_\_

5

7 Underline the stressed syllable in the words in bold.

Example: We **ex|port** nearly half of what we produce.

- 1 This area has some wonderful local **pro|duce** – you must try the cheese.
- 2 The airline company agreed to **re|fund** my booking fee.
- 3 There has been a huge **in|crease** in the number of takeovers this year.
- 4 We're **im|por|ting** too much of our energy at the moment.
- 5 This is a very **mul|ti|cul|tu|ral** area of the city.

5

Pronunciation total  10

Grammar, Vocabulary, and Pronunciation total  50

**9 Reading and Writing** **A**
**READING**

Read the article about television advertising. Five sentences have been removed. Which sentence (A–F) fits each gap (1–5)? There is one extra sentence you do not need to use.

## A Brief History of Television Advertising

Every day the average person sees 20 minutes of adverts on television or on their computer. But how did this come about? Commercial broadcasting was originally developed as a means for companies to sell radios, where radio-manufacturing companies also owned the radio stations. But once they realized that many households were listening to their radios a significant amount of time every day, other organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio programme broadcast by station WEAf in New York City on 28 August 1922. (— 1 —) By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late 20s, radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. They also handled the creative aspects of the commercials and programmes. (— 2 —) These efforts paved the way for the birth of television advertising that took place in later decades.

Television advertising didn't really take hold until the late 1940s. Television was totally new – offering both sound and moving pictures – and the advertising industry moved into this area cautiously because they were not sure what methods would work best to promote their clients' products on television. (— 3 —) Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as *Kraft Television Theater* and *Colgate Comedy Hour*. As with radio, these television programmes were produced by advertising agencies for their clients, rather than the studios as is normal practice today.

This practice worked really well for the clients for a while. But as television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business. This pressure, connected with the cost of delivering a production through television, forced a massive change in the relationship of all the parties involved. (— 4 —)

NBC executive Sylvester L. 'Pat' Weaver came up with a solution that would work and would also be very favourable to the networks. He introduced the 'magazine concept' of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. This idea would allow a variety of sponsors – up to four was the number imagined – for a show. Like a magazine, the networks would now control the content as no one advertiser would 'own' a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. Being able to reach a broader segment of the population proved to be very effective for the sponsors.

More than 30 years later, online advertising came onto the scene. (— 5 —) Another is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television programme, for example. But perhaps we should appreciate the long way they have come since the 1920s.

- A One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time.
- B A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.
- C This idea was originally resisted, but after a bit of experimentation, they found that this method would work well for packaged-goods.
- D This was a ten-minute advertisement for suburban apartment housing.
- E Should it still be treated as radio advertising but with pictures thrown in?
- F In fact, they even created entire series that were designed to sell one product or another.

Reading total	10
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**9 Reading and Writing** **A****WRITING**

Write a report on the following topic:

'The role of television in modern life'.

Write 140–180 words. Include the following information:

- say what you think the role of television in modern life is
- discuss how you think the role of television has changed in recent years
- explain what you think the advantages of television are

Writing total  10

Reading and Writing total  20

## 9 Listening and Speaking **A**

### LISTENING

- 1 Listen to five people talking about their favourite adverts. Which does each person say about the advert?
- A Some people know this feeling.  
 B It's a situation all girls have been in to a lesser extent.  
 C It may encourage people to get involved in something.  
 D The advert is actually a warning.  
 E It's effective because it just focuses on what the product does.  
 F It's memorable because it's so silly.

Speaker 1:   
 Speaker 2:   
 Speaker 3:   
 Speaker 4:   
 Speaker 5:

5

- 2 Listen to a marketing expert talking about advertising and underline the correct answer.

- 1 Advertising a product is important for a company because it **helps tell them what the public think / helps them to make more money / helps increase interest in the company's other products.**
- 2 According to Ryan, advertising a banking service is **completely different from / a little similar to / exactly the same as** advertising a car.
- 3 Ryan says that advertising may be described as art because **it is mainly done by artists / it is seen by the public / it requires imaginative thinking and ideas.**
- 4 The most successful adverts are **simple / original / humorous.**
- 5 'Targeting' in advertising means **communicating with a certain type of person / reaching a certain level of creativity / achieving a certain number of sales.**

5

Listening total  10

### SPEAKING

- 1 Make questions and ask your partner.
- If / choose / any job / what / ideal job / be? Why?
  - Is / being happy / job / more important / earning / lots of money? Why / Why not?
  - Should / women / go out / work / stay at home / look after / family? Why?
  - Do / think / too many / multinational / companies / your country? Why / Why not?
  - What / the best advert on TV at the moment? Why?

Now answer your partner's questions.

- 2 Listen to your partner talking about work. Do you agree with him / her?
- 3 Talk about the statement below, saying if you agree or disagree. Give reasons.

'People should work to live not live to work. They should work to earn enough money to survive and not spend too much time on their careers.'

Speaking total  20

Listening and Speaking total  30

## 9 Grammar, Vocabulary, and Pronunciation **B**

### GRAMMAR

#### 1 Underline the correct word(s).

Example: The scenery in Switzerland is / **are** fantastic.

- I'd welcome some **advices** / **advice** on the best way to set up a business.
- You'll need to bring a **pair of** / **a** shorts if you want to play football.
- I think we're **on the outskirts** / **on an outskirt** of Paris at the moment.
- The airline staff **was** / **were** very helpful when my baggage got lost.
- Politics **is** / **are** not something I'm terribly interested in.
- I bought three **trousers** / **pairs of trousers** in the sales.
- The Shard is the highest building in London made mostly of **the glass** / **glass**.
- Could you pass me a **piece of** / **a** toast, please?

8

#### 2 Complete the sentences with the correct word.

~~whenever~~ whatever whichever whenever  
however wherever whoever

Example: Whenever I see roses, I always think of you.

- You'll find good people and bad people \_\_\_\_\_ you go in the world.
- Natalie is a freelance producer so she can work for \_\_\_\_\_ film company she wants.
- Eat \_\_\_\_\_ you want – everything is good in this restaurant!
- I'm not tied to any fixed dates – I can go \_\_\_\_\_ is best for you.
- \_\_\_\_\_ we choose to get there, by road or air, it's not going to be cheap.
- \_\_\_\_\_ I go to when I need help, they're always busy.

6

#### 3 Underline the correct word(s).

Example: Although / In spite of the exam was hard, I still passed.

- I wanted to study medicine, **even though** / **despite** I knew it would be difficult.
- You'd love Greenland, **though** / **in spite of** you might find the cold temperature difficult to manage.
- I didn't comment on her mistake **so as not to** / **to not** make her feel uncomfortable.
- In spite of** / **Although** the delay, we didn't miss any of the concert.
- I sent Ginny a text **so as** / **so that** she knew we were going to be late.
- Come as early as possible in order **to** / **for** get a seat near the front.

6

Grammar total  20

### VOCABULARY

#### 4 Write the words in brackets with the correct prefix or suffix.

Example: someone who can speak two languages (lingual) = bilingual

- something that's paid for before you use it (paid) = \_\_\_\_\_
- a main character in a book or film who isn't heroic (hero) = \_\_\_\_\_
- to say a word incorrectly (pronounce) = \_\_\_\_\_
- not getting a high enough salary (paid) = \_\_\_\_\_
- the result of making something better (improve) = \_\_\_\_\_
- food that is still a bit raw (cook) = \_\_\_\_\_
- the economic system run for private profit (capital) = \_\_\_\_\_
- to sleep longer than you intended to (sleep) = \_\_\_\_\_
- the area around where you live (neighbour) = \_\_\_\_\_
- somebody that doesn't smoke any more (smoker) = \_\_\_\_\_

10

## 9 Grammar, Vocabulary, and Pronunciation **B**

### 5 Complete the words in the sentences.

Example: A **chain** is a group of shops owned by the same company.

- I recognize that actor. He's in a TV **c**\_\_\_\_\_ for car insurance.
- I do **b**\_\_\_\_\_ with many different companies, here and abroad.
- Small companies always risk being taken **o**\_\_\_\_\_ by much bigger ones.
- If he isn't travelling, the CEO will be at the **h**\_\_\_\_\_ office in Berlin.
- If you **m**\_\_\_\_\_ two companies, the one big company will need fewer staff.
- My favourite footballer **e**\_\_\_\_\_ this shampoo, so I can't resist buying it.
- That advert doesn't show the truth – it's very **m**\_\_\_\_\_.
- This store is only one of many **b**\_\_\_\_\_ owned by that chain.
- We need to **e**\_\_\_\_\_ and move into bigger markets if we want to make more money.
- It's simple – if we can't make a **p**\_\_\_\_\_, then we'll have to shut the shop.

10

Vocabulary total  20

### PRONUNCIATION

#### 6 Underline the stressed syllable in the words in bold.

Example: We **ex|port** nearly half of what we produce.

- We're **im|por|ting** too much of our energy at the moment.
- This is a very **mul|ti|cul|tu|ral** area of the city.
- This area has some wonderful local **pro|duce** – you must try the cheese.
- The airline company agreed to **re|fund** my booking fee.
- There has been a huge **in|crease** in the number of takeovers this year.

5

#### 7 Match the words with the same sound.

\_\_\_\_\_  
digital business company  
~~slogan~~ false import  
\_\_\_\_\_

Example: promote *slogan*

- profit \_\_\_\_\_
- multinational \_\_\_\_\_
- merge \_\_\_\_\_
- decision \_\_\_\_\_
- launch \_\_\_\_\_

5

Pronunciation total  10

Grammar, Vocabulary, and Pronunciation total  50

## 9 Reading and Writing **B**

### READING

Read the article about television advertising. Five sentences have been removed. Which sentence (A–F) fits each gap (1–5)? There is one extra sentence you do not need to use.

## How Television Advertising Started

Every day the average person sees 20 minutes of adverts on television or on their computer. But how did this come about? Broadcasting was originally developed as a means for companies to sell radios. But once they realized that many households were listening to their radios a significant amount of time every day, organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio program broadcast by station WEAJ in New York City on 28 August 1922. This was a ten-minute advertisement for suburban apartment housing. By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late 20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. (— 1 —) In fact, they even created entire series that were designed to sell one product or another. These efforts paved the way for the birth of television advertising that took place in later decades.

Television advertising didn't really take hold until the late 1940s. Television was totally new – offering both sound and moving pictures – and the advertising industry moved into this area cautiously because they were not sure what methods would work best to promote their clients' products on television. Should it still be treated as radio advertising but with pictures thrown in? Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as *Kraft Television Theater* and *Colgate Comedy Hour*. (— 2 —)

This practice worked really well for the clients for a while. (— 3 —) This pressure, connected with the cost of delivering a production through television, forced a massive change in the relationship of all the parties involved. A

solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.

NBC executive Sylvester L. 'Pat' Weaver came up with a solution that would work and would also be very favorable to the networks. He introduced the 'magazine concept' of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. (— 4 —) Like a magazine, the networks would now control the content as no one advertiser would 'own' a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. (— 5 —)

More than 30 years later, online advertising came onto the scene. One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time. Another is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television programme, for example. But perhaps we should appreciate the long way they have come since the 1920s.

- A Being able to reach a broader segment of the population proved to be very effective for the sponsors.
- B This idea would allow a variety of sponsors – up to four was the number imagined – for a show.
- C This idea was originally resisted, but after a bit of experimentation, they found that this method would work well for packaged-goods.
- D They also handled the creative aspects of the commercials and programs.
- E But as television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business.
- F As with radio, these television programs were produced by advertising agencies for their clients, rather than the studios as is common practice currently.

Reading total	10
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**9 Reading and Writing** **B****WRITING**

Write a report on the following topic:

'The role of television in modern life'.

Write 140–180 words. Include the following information:

- say what you think the role of television in modern life is
- discuss how you think the role of television has changed in recent years
- explain what you think the advantages of television are

Writing total  10

Reading and Writing total  20

## 9 Listening and Speaking **B**

### LISTENING

1 Listen to five people talking about their favourite adverts. Which does each person say about the advert?

- A It's unforgettable because it's ridiculous.
- B It's like real life, but made funnier for television.
- C Some people can identify with this situation.
- D It could inspire people to help out in their local area.
- E It works because the emphasis is simply on the role of the product.
- F The main message in the advert is advice.

Speaker 1:

Speaker 2:

Speaker 3:

Speaker 4:

Speaker 5:

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2 Listen to a marketing expert talking about advertising and underline the correct answer.

- 1 According to Ryan, advertising can help a company **establish their place in the market / make more money / become well known**.
- 2 Ryan says that advertising a music festival is **no different from / a little different from / completely different from** advertising a television.
- 3 Ryan describes advertising as a profession because it **can be done by any individual / sticks to specific rules / requires a course of study**.
- 4 For an advert to be a success, it should be **funny / straightforward / unique**.
- 5 In advertising, 'targeting' means **achieving a high level of creativity / getting a message across to specific customers / reaching a certain level of sales**.

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Listening total	10
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### SPEAKING

1 Answer your partner's questions.

Now make questions and ask your partner.

- 1 What / like to do when / visit a new town or city?
- 2 What / the best restaurant to visit in the place where you live and why?
- 3 What / you think shouldn't be advertised? Why?
- 4 What / your perfect job be and why?
- 5 you / influenced by advertising? In what ways?

2 Talk about the statement below, saying if you agree or disagree. Give reasons.

'Big cities are the best places for young people to live.'

3 Listen to your partner talk about work. Do you agree with him / her?

Speaking total	20
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Listening and Speaking total	30
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**Grammar, Vocabulary, and Pronunciation****GRAMMAR**

- 1** 1 to  
2 In spite of  
3 so that  
4 even though  
5 though  
6 so as not to
- 2** 1 is  
2 glass  
3 pairs of trousers  
4 a piece of  
5 advice  
6 on the outskirts  
7 a pair of  
8 were
- 3** 1 whatever  
2 However  
3 Whoever  
4 whichever  
5 wherever  
6 whenever

**VOCABULARY**

- 4** 1 branches  
2 expand  
3 head  
4 profit  
5 commercial  
6 business  
7 over  
8 endorses  
9 misleading  
10 merge
- 5** 1 antihero  
2 neighbourhood  
3 underpaid  
4 ex-smoker  
5 oversleep  
6 prepaid  
7 mispronounce  
8 undercooked  
9 capitalism  
10 improvement

**PRONUNCIATION**

- 6** 1 business  
2 import  
3 false  
4 company  
5 digital
- 7** 1 produce  
2 refund  
3 increase  
4 importing  
5 multicultural

**Reading and Writing****READING**

- 1** 1 D  
2 F  
3 E  
4 B  
5 A

**WRITING**

Student's own answers.

**Task completion:** The task is fully completed and the answer easy to understand. (4 marks)

**Grammar:** The student uses appropriate structures to achieve the task. Minor errors do not obscure the meaning. (3 marks)

**Vocabulary:** The student uses a sufficient range of words and phrases to communicate the message clearly. (3 marks)

**Listening and Speaking****LISTENING**

- 1 Speaker 1: C  
Speaker 2: B  
Speaker 3: D  
Speaker 4: F  
Speaker 5: E

- 2 1 helps them to make more money  
2 exactly the same as  
3 it requires imaginative thinking and ideas  
4 original  
5 communicating with a certain type of person

**SPEAKING****Interactive communication and oral production:**

The student communicates effectively with his / her partner, asking and answering simple questions, and where necessary initiating conversation, and responding. The student uses appropriate strategies to complete the task successfully. (10 marks)

**Grammar and Vocabulary:** The student uses a sufficient range of vocabulary and structure to communicate clearly. Minor occasional errors do not impede communication. (5 marks)

**Pronunciation:** The student's intonation, stress, and articulation of sounds make the message clear and comprehensible. (5 marks)

**Grammar, Vocabulary, and Pronunciation****GRAMMAR**

- 1**
- 1 advice
  - 2 a pair of
  - 3 on the outskirts
  - 4 were
  - 5 is
  - 6 pairs of trousers
  - 7 glass
  - 8 a piece of
- 2**
- 1 wherever
  - 2 whichever
  - 3 whatever
  - 4 whenever
  - 5 However
  - 6 Whoever
- 3**
- 1 even though
  - 2 though
  - 3 so as not to
  - 4 In spite of
  - 5 so that
  - 6 to

**VOCABULARY**

- 4**
- 1 prepaid
  - 2 antihero
  - 3 mispronounce
  - 4 underpaid
  - 5 improvement
  - 6 undercooked
  - 7 capitalism
  - 8 oversleep
  - 9 neighbourhood
  - 10 ex-smoker
- 5**
- 1 commercial
  - 2 business
  - 3 over
  - 4 head
  - 5 merge
  - 6 endorses
  - 7 misleading
  - 8 branches
  - 9 expand
  - 10 profit

**PRONUNCIATION**

- 6**
- 1 im|por|ting
  - 2 mul|ti|cul|tu|ral
  - 3 pro|duce
  - 4 re|fund
  - 5 in|crease
- 7**
- 1 false
  - 2 company
  - 3 digital
  - 4 business
  - 5 import

**Reading and Writing****READING**

- 1**
- 1 D
  - 2 F
  - 3 E
  - 4 B
  - 5 A

**WRITING**

Student's own answers.

**Task completion:** The task is fully completed and the answer easy to understand. (4 marks)

**Grammar:** The student uses appropriate structures to achieve the task. Minor errors do not obscure the meaning. (3 marks)

**Vocabulary:** The student uses a sufficient range of words and phrases to communicate the message clearly. (3 marks)

**Listening and Speaking****LISTENING**

- 1 Speaker 1: D  
Speaker 2: B  
Speaker 3: F  
Speaker 4: A  
Speaker 5: E

- 2 1 make more money  
2 no different from  
3 sticks to specific rules  
4 unique  
5 getting a message across to specific customers

**SPEAKING****Interactive communication and oral production:**

The student communicates effectively with his / her partner, asking and answering simple questions, and where necessary initiating conversation, and responding. The student uses appropriate strategies to complete the task successfully. (10 marks)

**Grammar and Vocabulary:** The student uses a sufficient range of vocabulary and structure to communicate clearly. Minor occasional errors do not impede communication. (5 marks)

**Pronunciation:** The student's intonation, stress, and articulation of sounds make the message clear and comprehensible. (5 marks)

## FILE 9

### Listening 1

- Speaker 1** My favourite ad of all time is one for a well-known charity. It wasn't anything fancy – it just showed the good they do in the community, you know, things like visiting the elderly. It made me take a look at myself and what I do, and then I decided to do my bit to help as well.
- Speaker 2** I love the new one for that well-known chemist's – that one with all the girls trying to squeeze every toiletry and cosmetic under the sun into their cases before they go off on holiday. It's a situation any girl's familiar with, isn't it? OK, so I know it's an extreme version, but it's hilarious!
- Speaker 3** Well I suppose my all-time favourite is that insurance one. It's full of really ridiculous things happening, like the kid lowering the garage door on the car and smashing it up. But the point they're making beyond all that is something we should all be taking on board. It could make a real difference to somebody one day!
- Speaker 4** Sometimes the best ads are the simple ones, but having said that, the funny ones are hard to be beat as well, like that Italian ice cream ad – the one at the seaside with the guy chasing the girl to get her to buy some ice cream. That stands out for me because the whole thing is just so stupid.
- Speaker 5** I like the one for a certain make of butter. Yeah, there's not much in the way of special effects or anything, but that's what's so good about it. It's going right back to the basics – you know the things we can all identify with – a slice of hot toast with lots of butter on it. And we all know how comforting that is. Yummy!

## FILE 9

### Listening 2

- Interviewer** Well I'm delighted to say that for today's *Business Block*, our marketing expert Ryan has joined us here in the studio. Thanks for coming in, Ryan.
- Ryan** It's a real pleasure.
- Interviewer** Now, we all know that advertising is big business these days, but just why is advertising so important for a company?
- Ryan** Well, obviously it's crucial when a company's launching a new product or service onto the market to inform people about it. Then, there's also the fact that it increases sales. And it does that through the increased interest in the product that it sparks. So, that helps to maximize profits, of course.
- Interviewer** Right, but when you say 'product' do you mean things like washing machines, cars, TVs, and so on?
- Ryan** Oh no, it could be a service that we're talking about – but, the same rules apply, really. You know: insurance, banking, health care, education, and of course there are also events like festivals or exhibitions. The word needs to get out there, otherwise nobody will go for that service.
- Interviewer** Interesting ... so how easy or difficult is it to come up with a really effective advert?
- Ryan** I'd say it's not easy at all, actually. The way I see it, advertising is a mixture of art, science, and a profession. Art in that it takes real creative skills, science in that it takes systematic and scientific planning, and profession in that it's done by professional agencies who follow certain codes of business behaviour.
- Interviewer** OK, so there's a lot to think about, in other words.
- Ryan** Exactly, but I'd say the main ingredient is the creative thinking behind an advert. And for an advert to be a success, there are a few basic aspects that it needs.
- Interviewer** And they are?
- Ryan** Well, the advert has to be innovative, not some kind of copy or something that's gone before. It has to be imaginative of course, and it has to have an appeal to the public. These things make an advert go viral – uh, you know, become really popular really quickly.
- Interviewer** I see. Finally, as we're nearly out of time, what can you tell us about the importance of 'targeting' in advertising?
- Ryan** Well, advertising is target-oriented in nature. That simply means targeting somebody's attention to one specific thing at any one time. And in the context of advertising, it means focusing on only a specific group or class of consumers. You often see it with cars, for example, where a luxury car maker designs and targets its premium cars to suit the comforts, needs, expectations, and demands of a rich elite class of customer. Advertising is effective only if it is focused or target oriented.
- Interviewer** Right, Ryan, thanks so much for talking to us here today. That was very informative indeed.
- Ryan** No problem. See you for the next *Business Block*.