



# The Power of Advertising (2)

Lesson 13

## Learning objectives:

**Listening:** To listen to someone describing their responses to advertising.

**Speaking:** To ask and answer questions about responses to advertising.

**Reading:** To read and join sentence halves about advertising.

**Writing:** To write a summary of opinions about advertising.

# Listening 17



1 Listen to Kelly. What kind of advertising does she mention?

**Magazine adverts**

2 Listen again. Are these sentences true or false?

- T** 1 Kelly is interested in fashion.
- F** 2 She spends a long time reading articles.
- F** 3 She spends a lot of money on accessories.
- T** 4 She thinks advertising is generally a good thing.
- F** 5 She thinks people should buy things they don't need.



## Speaking

**3** Work in pairs. Ask and answer the questions.

- Are you influenced by advertising?
- What kinds of advertising do you usually see?
- Have you ever bought anything just because you liked the advert?
- Do you think advertising is a bad thing? Why? Why not?



## Lesson 13 **The power of advertising (2)**

**1** Make sentences from these beginnings 1-5 and endings a–e.

**1** Sometimes, I can be

**2** I spend a lot of time online,

**3** I'm interested in adverts for trainers

**4** I bought these trainers

**5** I think too much advertising

**a** because I liked the advert.

**b** and other sport accessories.

**c** so I see a lot of Internet adverts.

**d** influenced by advertising.

**e** can be a bad thing.