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.



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



Listen again. Are these sentences true or false?

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

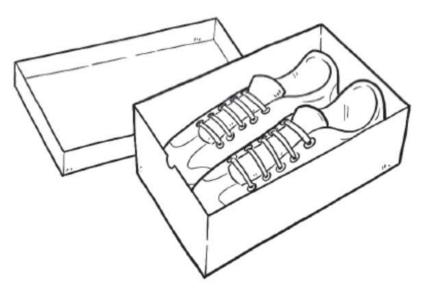




Speaking

- **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?

2 Write a summary of your answers to the questions in Activity 3 on page 53 of the Coursebook. Put your answers together to make a paragraph.



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.