

**Listening and Speaking 3**  
**Unit 4 Student Book Answer Key**

**Q: Skills for Success**  
**Second Edition**

**The Q Classroom**

Activity A, p. 68

Answers will vary. Possible answers:

1. Students may share details about commercials they have seen.
2. Students may share experiences with buying things on the Internet or explain why they prefer to make their purchases in stores.
3. Students will notice that the photo shows a shoe store. The ad is painted right on the store window.

Activity B, p. 69

Answers may vary. Possible answers:

1. Yes, sometimes I buy familiar name brands because I think they are better. / No, I make my purchases because of quality and price, not based on ads or familiarity with products.
2. Yes, I agree, especially for items that require good quality. For example, I wouldn't want to buy anything from a website I've never heard of because it might not be trustworthy. / No, I don't care about a product's brand or name recognition. I look for quality and price.

**PREVIEW THE UNIT**

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.

**LISTENING 1**

**PREVIEW THE LISTENING**

Activity A, p. 70

Answers will vary.

**WORK WITH THE LISTENING**

Activity A, p. 70

<b>Advertising</b>	<b>Notes</b>
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technique	
a. Emotional appeal	people relate emotionally or based on feelings, such as fear.
b. Association of ideas	making link between products and ideas
c. Bandwagon	everyone buying, so we should, too
d. Repetition	repeating logos, or product names over and over
e. Humor	grab attention because they are funny

Activity B, p. 71

1. d
2. a
3. b
4. e
5. c

Technique	Description of technique
a. Emotional appeal	8. focuses on feelings or emotions
b. Association of ideas	6. links the product with positive ideas
c. Bandwagon	7. claims the product is very popular
d. Repetition	9. gives key information over and over again
e. Humor	10. makes people laugh

Activity C, p. 71

1. T
2. F Seattle Security specializes in locks.
3. F Robertson's Black is a chocolate bar made in California with Swiss chocolate.
4. T
5. F Abdul Aquarium opens at 10:00 a.m.
6. F The special offer at the Globe Grill is for the weekend only.
7. F There is no charge for kids under 5 at the Globe Grill.

8. F There are three different colors of Perfect Pens.

Activity D, p. 72

1. Answers will vary. Possible answers: Students might choose emotional appeal because people are emotional about their families and children. / Students might choose association of ideas because people associate children with positive ideas.
2. Students might choose association of ideas because men might associate the fragrance with attraction. / Students might choose humor because an ad about fragrances could be humorous.
3. Students might choose bandwagon for cell phones because advertisers will want consumers to think that everyone must have the newest smartphone. / Students might choose association of ideas because using the newest cell phone might make a person look sophisticated or tech-savvy.

Activity F, pp. 72–73

1. a
2. c
3. a
4. b
5. b
6. b
7. c
8. b

**SAY WHAT YOU THINK**

Say What You Think, p. 73

Answers will vary. Possible answers:

1. I like the humorous one because I don't take ads very seriously. / I like the ad for locks because I think it is

interesting how the advertisers use people's emotions.

2. I think emotional appeal is very effective, especially when it appeals to people's fears. / I think humor is very effective because I remember these ads more.
3. I saw an ad for a sporty car. It used association of ideas to compare riding in the car with extreme sports. I didn't think it was effective because people don't buy cars to do extreme sports. If people want to skateboard, they could buy a skateboard and save their money.

**LISTENING SKILL**

Activity A, p. 73

1. fact
2. opinion
3. opinion

Activity B, p. 74

1. opinion
2. fact
3. fact
4. opinion
5. opinion
6. fact

**LISTENING 2**

**PREVIEW THE LISTENING**

Activity A, p. 74

Answers will vary.

**WORK WITH THE LISTENING**

Activity A, p. 75

1. Ramadan is the biggest holiday of the year, and it lasts for a month. During Ramadan, people watch twice as much TV as usual.
2. Food, soft drinks, clothing, jewelry, electronics

Activity B, pp. 75–76

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1. c
2. a
3. c
4. b
5. a
6. c

**Activity C, p. 76**

Ramadan is associated with family, friends, sharing, and togetherness. Advertisers use many ads with family scenes, people sharing tea and exchanging presents. Also, many ads show lanterns, dates, cannons, and the crescent moon.

**Activity D, p. 76**

Integrated advertising includes all forms of advertising; e.g., newspapers, magazines, web advertising, social media, cell phone ads, and TV. This is effective because people see the ads in many different places. One TV ad uses a famous actor to advertise a travel website. The actor's face appeared in websites and in magazines advertising the same website.

**Activity E, p. 77**

1. mark
2. competitor
3. peak
4. merchandising
5. take advantage of
6. edge
7. integrated
8. focus
9. humorous
10. fast

**SAY WHAT YOU THINK**

**Activities A, p. 78**

Answers will vary. Possible answers:

1. Yes, sometimes it seems the shows break for commercials every few minutes.

2. Yes, I might buy the product because it associated itself with Ramadan and other things I believe in.

**Activity B, p. 78**

Answers will vary.

**VOCABULARY SKILL**

**Activity A, p. 79**

1. so big, colorful
2. same ads, over and over
3. the largest number of people watch TV
4. more aggressive, sell more
5. ads are everywhere
6. I couldn't stop thinking about it for days

**Activity B, p. 79**

1. push
2. eye-catching
3. prime time
4. hype
5. catchy
6. tedious

**GRAMMAR**

**Activity A, pp. 80–81**

1. don't have to
2. don't have to
3. can't
4. should
5. shouldn't

**PRONUNCIATION**

**Activity A, p. 82**

	Rise	Fall
1. Do you spend a lot of money on advertising?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. What do you think of that ad?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Is that ad misleading?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Does it have a special offer?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Why is there so much hype	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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these days?		
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Activity C, p. 83

1. Food ads are popular? question
2. Ads help to bring the world together? question
3. The peak period starts at midnight. statement
4. Some ads are really popular. statement
5. Humorous ads are more effective? question
6. More people watch TV in the evening than the daytime. statement

**SPEAKING SKILL**

Activity A, p. 84

1. If you ask me
2. because
3. As far as I'm concerned
4. For instance
5. In my opinion

Activity B, p. 84

Answers will vary.

**NOTE-TAKING SKILL**

Activity C, p. 86

Answers will vary.

**UNIT ASSIGNMENT**

**CONSIDER THE IDEAS**

Consider the Ideas, iQ Online Resource

Answers will vary.

**PREPARE AND SPEAK**

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.

Activity C, iQ Online Resource

Answers will vary.