

UNIT 4

Unit 4, Marketing, The Q Classroom

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Teacher: The Unit Question for Unit 4 is “How can advertisers change our behavior?” So let’s talk about how advertisers have changed our behavior. Yuna, have you ever bought something because you saw an ad for it?

Yuna: I don’t think so. I don’t pay attention to ads.

Teacher: Sophy, how about you?

Sophy: Well, maybe if I’ve seen ads for it and friends have liked it. I don’t think I’ve bought anything just because of the ad.

Teacher: If we don’t always buy things because of ads, why do advertisers make them? Can advertisers really change our behavior?

Marcus: You may not buy the product when you see the ad, but maybe it stays in your mind and one day you see it in the store and you buy it because it seems familiar.

Teacher: Do you agree with that, Felix? Can advertising change your behavior without you noticing it?

Felix: Sure. You hear the name of a company over and over, and you start to feel that that name is famous and trustworthy. For example, maybe I’m looking for an insurance company, and I’m nervous about choosing some place I’ve never heard of. But if I’ve heard the name a lot, I think, “This is a well known company. I can trust them.” And ads can also make you want things you never wanted before. Maybe your old phone works fine, but then you see an ad for a fancy new one that can do different things, and you think, “Oh, I need that!”

Unit 4, Listening 1, Activity A, B

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Professor: OK, everyone. So, this week we’re looking at ways advertisers try to **persuade** us to buy products. I gave each group some techniques to research. Are you ready to begin your presentations? OK, so Leon, your group first, please.

Leon: Hello, everyone. Um, we had five techniques to research. I looked into ways advertisers try to reach us through our feelings. You know, like ads with babies and children. They’re popular because we **relate to** them emotionally. This technique is called “emotional **appeal**.” But I also found that many emotional appeal ads depend on negative emotions, like fear. For example, no-smoking ads warn of the terrible things smoking does to your body. I found this example, too:

Man: Is your home safe when you go out at night? Who’s watching your house when you’re not there? You work hard for the things you have. Don’t let someone

just take them! At Seattle Security, our locks are the best in the business. We will come to your home and give a free...yes, free...security check. We can fit locks on all your windows and doors. Keep safe. Keep your family safe. Call us at 1-888-555-8880. Don't delay.

Leon: Scary, right? Anyway, that's emotional appeal. Maria-Luz, you're next.

Maria-Luz: OK. Well, I looked into something called "association of ideas." That's when advertisers encourage us to make a link between a particular product and certain ideas. Wearing a certain type of running shoes will mean we win every race! That kind of thing. Here's an example I found:

Man: The wonderful aroma. The superb taste. Nothing can compare with the **memorable** experience of a bar of *Robertson's Black*. Made from the finest Swiss-style dark chocolate right here in California. Impress your friends any time of year with this delicious chocolate. *Robertson's Black*—When only the best is good enough.

Maria-Luz: So, in this **campaign**, advertisers are telling us that eating this **brand** of chocolate will make us appear cultured, and impress our friends. Over to you, Miguel.

Miguel: Thank you, Maria-Luz. I investigated something called the "bandwagon" technique. That's when advertisers **claim** that everyone is buying a product, so we should too. We're told that a product is the world's number one choice, or 80% of people use it. They want us to buy it so we don't feel, you know, left out. Here's an example.

Woman: Say, where is everybody? Why, they've all gone to Abdul Aquarium, of course! Come and join the fun at Jeddah's premier sea world attraction. Find out why so many people love coming here... Watch the dolphin show, learn about thousands of amazing sea creatures at our state-of-the-art information center, and enjoy a variety of fantastic food at one of the many top-quality restaurants. Action starts at 10 a.m. Fun for the whole family. Everybody will be there. Don't miss out! Buy your tickets in advance to avoid disappointment and plan your visit today.

Miguel: Joanna, it's your turn.

Joanna: Oh, my technique is really easy. It's repetition. That's when you see a company **logo** everywhere, or hear the name of a product all the time. Advertisers hope that by repeating key information it will be planted in our heads, so when we go to buy something we recognize it and choose it. This is why some ads also feature catchy, memorable names. They're really annoying because they stick in our heads.

Q2e Listening & Speaking 3: Audio Script

Woman: This weekend only, at The Globe Grill, enjoy fantastic Lebanese cuisine for an amazing 20% discount on all food. That's right. The finest food you can eat for an incredible 20% discount at The Globe Grill. Try our famous Globe Grill mixed kebabs, or a tasty selection of rice dishes and salads. Oh, and don't forget our Globe Gill spicy chicken wings and famous homemade sweet desserts! And there's more... Kids under five eat free! The Globe Grill, Hijra Street, Medina. Bring the family. Bring your friends. The Globe Grill—The best food, and the best value, in town!

Joanna: Really annoying, right? Anyway, Brian, you're last.

Brian: Mine was a bit more fun. I looked at ads involving humor. Making people laugh is a great way to grab attention, and advertisers know that. They also know that a funny ad is more memorable. I found loads, and some are funnier than others, but here's one example:

Ben: Hi Mark. Did you get everything on the shopping list I gave you?

Mark: Sure. The writing was so smudged I could hardly read it, but I got it all. Here's the toffee—

Ben: Toffee? I wrote coffee! Oh well. Is the cake in that box?

Mark: Cake? Um, I thought it said—

Ben: Oh no!

Announcer: Oops. Don't let annoying ink smudges affect your writing. Buy Perfect Pens today. Makes your handwriting clear so you get it right every time. Oh, and did I mention you can choose from three great colors?

Professor: OK, that was great. Now, next group...

Unit 4, Listening Skill, Activity A

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1. Kids under five eat free!
2. Dan's Diner—the best value in town!
3. At Seattle Security our locks are the best in the business.

Unit 4, Listening Skill, Activity B

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1. We have the best range of personal computers in the state.
2. The MX5 is the latest personal computer from XP Systems.

3. It has a 380 Gigabyte memory.
4. It is very easy to use.
5. This is the most important purchase you will make all year.
6. This offer is available for this week only.

Unit 4, Listening 2, Activity A, B, C

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Ramadan—A Golden Opportunity for Advertisers?

Interviewer: Sami, can you please start by telling me why Ramadan is such a big deal for advertisers in the Middle East? I don't live in the Middle East, so it's a bit of a mystery to me.

Sami: Yes, of course. Well, for us, Ramadan is the biggest holiday of the year, and it lasts for a whole month! So people take time off work to be with family and friends. And guess what: the time they spend watching television goes through the roof! Studies suggest that most people in this region watch at least twice as much TV during Ramadan as they do normally.

Interviewer: Wow. I see. Advertisers all want to **take advantage of** the opportunity, I guess.

Sami: They sure do, to give them an **edge** over their **competitors**. And that's why advertising budgets are hugely **focused** on this period. Maybe between 20 and 45 percent of a company's annual budget would be spent just on Ramadan, depending on what their product is, of course.

Interviewer: So, what kinds of products are especially promoted at this time?

Sami: Things like food, of course, and...

Interviewer: Hang on! Food ads are popular? But people don't eat all day during Ramadan, right?

Sami: That's right – we fast during the day. But we eat during the evening. In fact, there are a lot of special occasions during the month that family and friends come together to celebrate to break from their fast.

Interviewer: Hmm. What else?

Sami: Soft drinks, naturally. Companies like Pepsi and Coke tend to spend a lot on advertising during Ramadan. And clothing. People often buy clothes during Ramadan. And jewelry, too, because it's a popular gift. You see a lot of ads for electronics as well, like tablets and cell phones.

Interviewer: OK. Is there a particular **peak** time when ads need to run? I guess some times are more popular than others, right?

Sami: That's right. Daytime is not as popular as the evening and late-night hours. That's a peak time for TV ads, when they can reach the widest audience. In fact, here in Saudi Arabia, social media usage is highest between midnight and 3 a.m.

Interviewer: Hmm. Interesting. Why do advertisers try to link products with Ramadan, I wonder?

Sami: Well, Ramadan for us has many positive associations. It means family, friends, sharing, togetherness...all things that make us feel good. If they can get us to think of their products in the same way, then we are more likely to buy them.

Interviewer: So how do the advertisers use all those positive things about Ramadan to make people buy their products?

Sami: Oh, you get a lot of TV ads with family scenes, and people sharing tea together, exchanging presents, that kind of thing. There are lots of lanterns, and ads with dates, which we traditionally use to break the **fast**. Oh, and cannons, of course.

Interviewer: Cannons?

Sami: Yes, cannons are fired to **mark** the end of each day's fast during Ramadan. It goes way back, you know, to before watches. So when we see a cannon, it makes us think of Ramadan. Probably the most common image you see in ads at Ramadan, though, is of the crescent moon. That's everywhere.

Interviewer: And what about the ads themselves? Are there any famous Ramadan ads that you can remember, for example?

Sami: Yes, there was one Nando's ad a while back which showed a young man holding a chicken drumstick in his hand desperately waiting for the sun to go down. That was very funny. Other ads have famous people or well-known actors in them, but I like the **humorous** ones the best. They're far more powerful, I think.

Interviewer: Do you think that all these ads might perhaps have a negative effect on Ramadan? Do people worry that the holiday will become too focused on **merchandising**?

Sami: Well, advertising is a bigger part of it now, but it's all part of modern life, so it doesn't bother me at all. I mean, if you don't like the ads, you don't have to watch them. Also, really popular Ramadan ads can go viral, and I think that helps other people around the world understand us and our culture. Ads can help to spread the message of tolerance and togetherness.

Interviewer: So ads help to bring the world together?

Sami: Yes, they do. We've been talking about commercials on television, but there are also ads in newspapers and magazines, and of course on the Web... they're all a part of it. Companies are all about **integrated** advertising these days, which basically means getting your message across in the right way, on the right device, at the right time. That's the way to really influence people. And, of course, Ramadan is the perfect time to do that.

Interviewer: Well, thank you very much, Sami, for sharing your thoughts with us. It's been great.

Sami: You're welcome.

Unit 4, Grammar, Activity A

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Yvonne: Oh, look at that ad. Those poor animals! How can they show them suffering like that? I think it's terrible!

Q2e Listening & Speaking 3: Audio Script

Maureen: Really? I think it's quite effective. They're trying to get your attention, you know.

Yvonne: Well, they don't have to do it that way! It's not necessary, and it's upsetting.

Maureen: You don't have to look at it if you don't want to.

Yvonne: That's not the point. That kind of advertising makes me really angry. I'm sure there's a law that says they can't use animals like that.

Maureen: Maybe you should complain, then.

Yvonne: Yes, I think I will. They shouldn't be allowed to do that!

Unit 4, Pronunciation Part 1, Examples

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Interviewer from Listening 2:

Is there a particular peak time when ads need to run?

Are there any famous Ramadan ads that you can remember?

Why do advertisers try to link products with Ramadan?

How do the advertisers use all those positive things about Ramadan to make people buy their products?

Unit 4, Pronunciation Part 1, Activity A, B

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1. Do you spend a lot of money on advertising?
2. What do you think of that ad?
3. Is that ad misleading?
4. Does it have a special offer?
5. Why is there so much hype these days?

Unit 4, Pronunciation Part 2, Examples

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Food ads are popular.

Ads help to bring the world together.

Food ads are popular?

Ads help to bring the world together?

Unit 4, Pronunciation Part 2, Activity C, D

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1. Food ads are popular?
2. Ads help to bring the world together?

3. The peak period starts at midnight.
4. Some ads are really popular.
5. Humorous ads are more effective?
6. More people watch TV in the evening than the daytime.

Unit 4, Speaking Skill, Activity A

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Hugo: Hey. Look at this ad. It's got six famous people in it!

Peter: So what? If you ask me, they should spend less on these expensive ads, and lower the price of their clothes.

Hugo: Hmm. But I like seeing famous people in ads because it makes it kind of cool.

Peter: As far as I'm concerned, there are better ways to advertise things. For instance, they could have some facts and statistics or something. You know, some information...

Hugo: But it's an ad, right? In my opinion, an ad should get people's attention, and using famous people does that.

Peter: Well, I guess it's eye-catching, but I'm not sure how effective it is.