

**Subject: Marketing Mishaps****SPEAKING****1. Answer the questions**

- Do TV commercials influence your shopping choices?
- What is the best way of advertising to teenagers/young adults/the elderly?
- How would you advertise a product that you'd like to sell?

**2. Describe the photo and answer the questions underneath.**

- What kinds of commercials are addressed to children?
- Should such commercials be banned? Why/Why not?
- Tell me about a situation in which you bought something you saw advertised.

3. Your friend has to choose the best setting to advertise a new brand of cosmetics for men. Choose the setting that would be, in your opinion, the most appropriate. Explain why you would reject the other suggestions.



### USEFUL PHRASES - AGREEING AND DISAGREEING WITH YOUR SPEAKING PARTNER

AGREEING	DISAGREEING
<ul style="list-style-type: none"><li>• Absolutely!</li><li>• I couldn't agree (with you) more.</li><li>• I totally agree.</li><li>• You're right.</li><li>• That's a good point.</li><li>• I'd go along with that.</li><li>• That's just what I was thinking.</li></ul>	<ul style="list-style-type: none"><li>• I totally disagree.</li><li>• That's not the way I see it.</li><li>• I'm afraid I have to disagree.</li><li>• It's out of the question.</li><li>• I cannot share this view.</li><li>• I'm afraid I cannot agree with you.</li><li>• I'm of a different opinion.</li></ul>

**WRITING**

Express your opinion concerning the following controversial advert. Write one paragraph.



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