

# English in Mind

Second edition

**Student's Book 5**

**Unit 5**

## Student's Book unit 5

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# 5

# Advertising

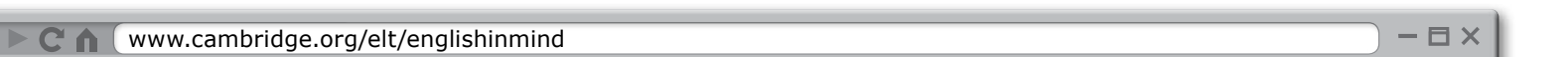
- \* Position of adverbs
- \* Adjective order
- \* Vocabulary: advertising

## 1 Read and listen

**a** Work with a partner. Make a list of at least ten brand logos that you know.

**b**  Read the text and listen. Answer the questions.

- 1 Who is completely in favour of wearing clothes with visible brand logos?
- 2 Who is completely against them?



### Today's question: Do you wear clothes with visible brand logos?

Question posed by [thegreatsimon](#)

**Ever notice how many logos you see on people when you're out and about? Sunglasses, bags, T-shirts, shoes: they're all plastered with brand names. I try to limit this as much as possible. In fact, even if I like something, I won't buy it if the brand name can be easily noticed. Why should I pay good money to advertise for these people? Shouldn't they be paying me, in fact? wdyt?**

I don't consciously think about what logos are showing when I buy something. But then, I'm not a big brand slave, I just buy whatever I like. Even when I see someone else with a visible logo, I don't think 'Wow, so-and-so loves that shop. Maybe I should, too!' Of course, this has a lot to do with the fact that I'm completely unobservant and don't pay any attention to what people are wearing! lol

[julia18](#)

Like a lot of people, I like to show that I spend a lot of money on clothes. I want people to know that I care about myself. Showing a brand name symbolises you, in the same way that a brand name MP3 player does.

[michaelxx](#)

michaelxx: I can't figure out why you need to symbolise yourself. Anyway, when everyone has the same thing, are you really symbolising yourself? You end up looking just like everyone else. That's why I spend money on tattoos, not on designer products.

[blueberryhill](#)

I rarely wear items with visible logos, but then again I've never really been into buying from those kinds of stores. I think it's a lot more interesting to see a cool shirt and ask the person where they got it from, because then you've got an awesome conversation starter.

[RvT](#)

Well, I remember going through the stage when everything you wore had to have a brand name or you weren't 'cool' at school. But now I just don't care. Thankfully, I have friends who accept me for who I am, not for what I wear. I don't buy things just for the brand, but I don't mind advertising the brand if it's something I really like. There are brands I tend towards because they have a particular and consistent style that reflects my taste. In the end, though, I make my decisions about what to buy on an economic basis!

[minniejones](#)

ita with thegreatsimon. I despise visible logos on clothes. If I wanted to be a human billboard, I would sell ad space. Not that I'm into cheap stuff, but my clothes are about me, not vice versa.

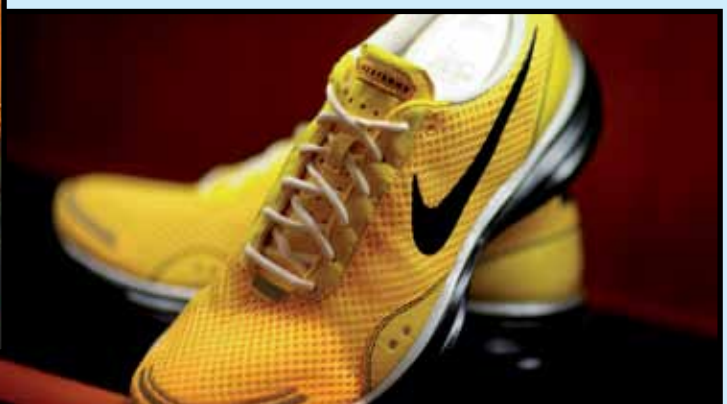
[munsterman](#)

This chat is a little pointless, imho. Companies want to know who's wearing their products, and when they see a horde of people walking down the street brandishing their logo, they know they're on to a winner. It's competition, advertising ... business.

[wildpenny](#)

meh. Most people make their decision about what to buy emotionally. That goes for clothes, too. So what's the emotion? For some people it's the desire to feel comfortable, for others it's to fit in, and for yet others to look cool. All of these are OK. Live and let live, all right?

[okworld](#)



**c** Read the text again. Which writer says each of these things?

- 1 You see logos on products everywhere you go.
- 2 Seeing other people with a brand logo doesn't make me want the same.
- 3 I choose clothes that I can afford.
- 4 We should let people wear the clothes they want.
- 5 Discussing this won't change the situation.

**d** Circle the correct preposition. Then check your answers with the underlined words in the text.

- 1 to figure *up* / out / *over* – to understand something by thinking carefully
- 2 to end *up* / *in* / *about* doing something – to finally do something, especially without having planned to
- 3 to be *on* / *up* / *out* to a winner – to be in an extremely good situation
- 4 to go *with* / *from* / *for* something or someone – to be also true for
- 5 to fit *out* / *in* / *on* – to be accepted as part of a group

**e** Match these expressions from the text with their meanings.

- |        |                                       |
|--------|---------------------------------------|
| 1 wdyt | a I totally agree                     |
| 2 lol  | b in my humble opinion                |
| 3 ita  | c what do you think?                  |
| 4 imho | d whatever! / I don't care about this |
| 5 meh  | e laugh out loud                      |

### Discussion box

- 1 Which of the replies in the text did you think was the best? Which was the worst? Why?
- 2 What products, apart from clothes, do people buy that have visible brand logos?
- 3 To what extent are you, or people you know, influenced by advertising when you decide what to buy?

## 2 Grammar

### \* Position of adverbs

**a** Read the basic rules (1–6) on the position of adverbs in sentences. Then match sentences a–f with the rules.

- 1 We often use an adverb to add extra meaning to an adjective. This is also called *qualifying an adjective*. In this case the adverb comes before the adjective.
  - 2 When we use an adverb to qualify a verb, it can go before the verb (but after the verb *to be*).
  - 3 Adverbs normally don't go between a verb and its object.
  - 4 We sometimes put adverbs at the beginning of a sentence to qualify the whole idea of the sentence.
  - 5 Adverbs can come at the end of clauses when they qualify a more complex idea.
  - 6 Adverbial phrases normally come at the end of clauses.
- a I don't consciously think about what logos are showing.
- b Thankfully, I have friends who accept me for who I am.
- c I make my decisions about what to buy on an economic basis.
- d I'm completely unobservant.
- e Most people make their decision about what to buy emotionally.
- f NOT Read quickly the text.

**b** Complete the sentences with the adverb in brackets. There may be more than one answer.

- a It was a fascinating film. (really)  
*It was a really fascinating film.*
- b I didn't enjoy the meal. (really)
- c Buying something is a personal decision. (clearly)
- d We thought about it before deciding. (carefully)
- e I bought the wrong thing. (unfortunately)
- f I don't know the answer. (honestly)
- g He showed us the medal he'd won. (proudly)
- h She showed me how to do it. (in an interesting way)

**c** Work with a partner. Discuss your answers and decide how many correct options there are for each sentence. Match each sentence from Exercise 2b to a rule in Exercise 2a.

**Get it right!** Turn to page 117.

### 3 Vocabulary

#### \* Advertising

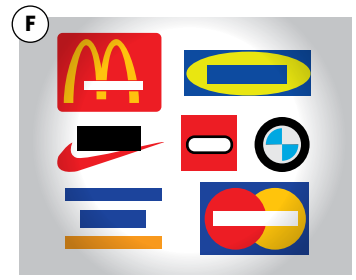
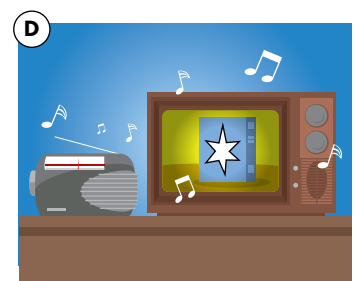
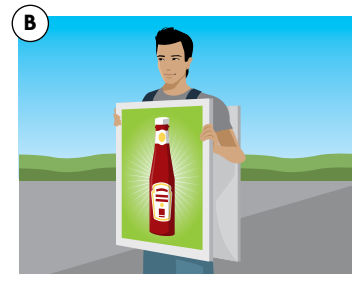
**a** Match the words with the pictures. Write A-F in the boxes.

- 1 hoarding  F
- 2 jingle
- 3 slogan
- 4 logos
- 5 sandwich board
- 6 TV commercial

**b** Work with a partner and discuss these questions.

- 1 How effective are each of the types of advertising in Exercise 3a?
- 2 What other forms of advertising can you think of?
- 3 Does advertising ever annoy you? When and why?

**Vocabulary bank** Turn to page 111.



### 4 Listen

**CD2 T03** An expert on forms of advertising is talking about some relatively new techniques. Listen and complete the notes.

#### Three kinds of advertising

**1 Niche marketing**

A niche is a <sup>1</sup> ..... group of people. So niche marketing tries to ensure that an advert gets to the people who will be most <sup>2</sup> ..... The Internet can help with this. Things like blogs and social networking sites have systems that <sup>3</sup> ..... The information helps companies to decide <sup>4</sup> ..... to put on the screen. This means, for example, that someone who <sup>5</sup> ..... a lot will get adverts for <sup>6</sup> .....

**2 Crowd-sourcing**

The name comes from a mixture of the words <sup>7</sup> ..... and <sup>8</sup> ..... It is a technique in which companies get their customers to write <sup>9</sup> ..... for them. In this way, a company spends <sup>10</sup> ..... on advertising and gets people <sup>11</sup> ..... even more strongly to the product.

**3 Shock advertising**

An example of this technique is campaigns that try to get people <sup>12</sup> ..... Now some companies want to use a very powerful, shocking image that will make the public <sup>13</sup> ..... However, the technique is also very <sup>14</sup> ..... and unpleasant, so they often add <sup>15</sup> ..... to soften the shock a little.

## 5 Grammar

### \* Adjective order

- a** If we have more than one adjective to qualify a noun, there are some basic guidelines to follow about the order they come in. Look at the examples and complete the rule.  
Imagine you have a company that makes *beautiful expensive* cars. They used *horrible black and white* photographs of sick smokers.

**RULE:** If one adjective gives an opinion and the other one states a fact, the ..... comes first.

- b** Complete the first row of the boxes in Exercise 5c with the four category titles in the correct order.

colour material origin shape

- c** ▶ CD2 T04 Listen to the sentences and complete the table.

Quality					Noun
<i>gorgeous</i>		<i>dark brown</i>			<i>jacket</i>
	<i>round</i>				<i>cakes</i>
			<i>Japanese</i>		<i>garden</i>
				<i>diamond</i>	<i>necklace</i>
					<i>elephant</i>
					<i>frame</i>

- d** Write the adjectives in the correct order before the nouns.

- a jacket *leather / beautiful*  
A *beautiful leather jacket* .....
- a book *reference / useful*  
.....
- the cup *old / plastic*  
.....
- eyes *blue / beautiful*  
.....
- your car *expensive / sports / German*  
.....
- shoes *running / comfortable / Chinese*  
.....
- my shirt *white / best / cotton*  
.....
- that company *advertising / enormous / American*  
.....

- e** Think of some adjectives that you could use to describe these nouns. Write a sentence using the adjectives and noun. Use a dictionary if you need to.

- a book  
*Last week I read an interesting little book.*
- a programme
- a room
- a building
- a pen
- a jacket

## 6 Speak

- a** Work in groups of four. You are designing a marketing campaign for a product of your choice. Use the following guidelines to help you.


- What is your product? (Use a real one or an imaginary one.)
- Who is your target audience?
- What market research would you ideally do before designing your campaign?
- What different types of advertising are you going to use?
- Design the actual adverts you will use.

- b** Present your ideas to the rest of the class. Choose a member of the group to do each of the following:

- Introduce your product and explain who you think will be interested in it and why.
- Explain the different areas of the media you will target and why.
- Show any visual adverts you might have and explain the ideas behind them.
- Act out any TV or radio commercials you might have.

## 7 Read and speak

**a** Work with a partner. What do you think is being advertised in the pictures?

**b**  Read and listen to the text and check your ideas.

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## Advertising techniques – creative or intrusive?

It doesn't matter if your business is big or small – multinational corporation or local shop, you have to let people know that you're there and what it is you have to sell. And that, of course, is where advertising comes in. It's everywhere you go – in newspapers and magazines, on TV, radio, in cinemas, on websites ... there's no escape anywhere.



Methods of getting your advertising message across to the public are varied and always have been. Sandwich board men were, and in some places still are, a popular way of producing a portable advert at a reasonably low cost (just the salary of the man who walks around with the board on him). On the more exotic side are things like sky-writing: hiring a special, smoke-producing plane to write the name of your product in the sky. It's quite effective, but of course, expensive – and very short-lived. Planes are also sometimes used to pull banners bearing a message across the sky. They're still reasonably popular – I was lucky enough to be on Copacabana beach in Rio a while ago, and several of them flew past.

The world of advertising is all about making an impact and getting noticed, and this can lead people to be very creative and inventive. Take the case of the airline that paid a café to advertise the price of their flights to Rome in the foam of cappuccino coffee. Or indeed the restaurant in the USA that made large, fake seashells and placed them on the beach – when curious passers-by opened up a shell, they read the message 'Looking for seafood?' and the restaurant address. Pretty ingenious and maybe quite effective.

And perhaps the best thing you can say about advertising, apart from its inventiveness, is that it is often amusing too. One of my favourite adverts is made by as small a business as you can get – a one-man show, a window-cleaner named Jim. He placed a small card behind the windows that he cleaned which said: 'If you can read this, I've done a good job', followed, of course, by his telephone number.

This approach has been termed 'guerrilla advertising' – using very cheap elements to make a big impact: modern-day sandwich boards, if you like. And how about this for a variation on sandwich boards? Instead of using people, you could use ... er, cows? That's what a website in Florida did.

There are those, of course, who feel that advertising is way too intrusive, who think 'Can't we have a cup of coffee or a walk along the beach without someone trying to sell us something?' Write and tell me what you think.

**c** Read the text again. Write *T* (true), *F* (false) or *N* (not in the text).

- 1 Sandwich board men are an expensive form of advertising.  F
- 2 Jim owns a window-cleaning company that employs several people.
- 3 'Guerrilla advertising' is a way of advertising effectively without spending a lot of money.
- 4 The writer of the blog feels that advertising is often too intrusive.

## Discussion box

- 1 What is the most creative / most amusing advertisement that you know of? Describe it.
- 2 Is advertising too intrusive, in your opinion? Say why / why not.

## 8 Write

- a Read the job advertisement for a PR Assistant. Write a list of the personal qualities a successful candidate should possess.
- b What information do you think you should include in a covering letter?
- c Read through the model letter and check your answers to Exercise 8b.
- d Choose one of the job adverts and write a covering letter of application.

## Do you have a way with words?

**Yes?** Well, we're looking for creative and motivated people interested in **starting a career in advertising.**

## ARE YOU ADVENTUROUS?

- Do you like dealing with people?
- Can you keep cool under pressure?
- Have you got what it takes to work as a tour guide?

## PR Assistant

Have you got the energy and enthusiasm to get ahead in the world of marketing?

We are a leading advertising agency based in Manchester. We are looking for a young motivated PR Assistant to support our creative team. As a member of this fast-reacting and dedicated team, you will be expected to be able to cope with high-stress situations. You will be responsible for the team diaries, travel arrangements, PowerPoint presentations and general administration.

The successful candidate will be open, dynamic and willing to learn. Experience is not essential but advanced knowledge of MS Office is an advantage.

If you are interested and think you have got what we are looking for, then send us a CV with a short covering letter telling us why you think you are right for the job.

Dear Sir/Madam,

I am writing to apply for the job as PR Assistant that was advertised in last night's *Evening Standard*. Please find enclosed a copy of my CV. As you will see, I graduated in administration from Bradford University and have spent the last two years working for a small but dynamic publishing house in London. Although I have enjoyed my time here and have learned many things, I feel I have reached a point where I need to prove myself at a higher level. I am sure I can offer you the enthusiasm and dedication to the task that you are looking for. I am good at working under pressure, indeed you might say I thrive on it, and would enjoy the challenge of using my skills in a larger environment.

I hope you will find my application to be of interest.

I look forward to hearing from you.

Yours faithfully,

Sally Dixon

Get it right!



**Underline** the correct words to complete the text.

The college has some great <sup>1</sup>*sport* / *sports* facilities. At the campus <sup>2</sup>*sportive* / *sports* centre, there are coaching sessions in many different <sup>3</sup>*sport* / *sports*. And if you're not naturally a <sup>4</sup>*sportish* / *sporty* sort of person, then there are taster sessions that let you try out a new <sup>5</sup>*sport* / *sporting* every week. <sup>6</sup>*Sporty* / *Sports* fans are catered for too, with trips organised to many major <sup>7</sup>*sport* / *sporting* events.

## Unit 5

### Adverb position: *also*, *still* and *even*

Make sure you know where to put these three adverbs in a sentence.

- subject + be + *also/still/even* + noun/adjective  
*Shop layout is also important in selling products.*
- subject + *also/still/even* + main verb  
*Most of us still prefer to try on new clothes.*
- subject + modal/auxiliary + *also/still/even* + main verb  
*I don't even know what brand my laptop is.*  
*But We also/still/even have to pay for parking.*

Put the adverb in the correct place in the sentence.

- 1 Some adverts can be fun or amusing. *also*  
*Some adverts can also be fun or amusing.*
- 2 The song is known as the music from the cola advert. *still*
- 3 Tennis players have brand logos on their socks. *even*

## Unit 6

### Spelling: past participles

- Look out for irregular past participles:  
choose – chose – chosen    cost – cost – cost  
spread – spread – spread    set – set – set  
throw – threw – thrown    fall – fell – fallen
- Double final consonant:  
cancel – cancelled    occur – occurred  
equip – equipped    write – written
- Single final consonant:  
appeal – appealed    happen – happened  
develop – developed    target – targeted

**Note:** Double letters in past participles are not always the same in American English.

Complete the sentences with the past simple or past participle form of the verb in brackets.

- 1 When we arrived, we found out the concert had been .....*cancelled*..... (cancel).
- 2 By late afternoon, the fire had .....  
(spread) to the edge of the town.
- 3 The researchers ..... (develop) a new technique for measuring earthquakes.
- 4 I knew I'd ..... (write) his number down somewhere.

## Unit 7

### Offers and invitations

- *offer* + (sb) + sth  
*The centre offers a wide range of courses.*  
**Not** *proposes a wide range of courses*
- *offer* + to do sth  
*She offered to give us a lift to the airport.*
- *invite* + sb + to sth / to do sth  
*He invited me to the cinema.*  
**Not** *invited me at the cinema*  
*They invited us to visit their offices.*  
**Not** *They offered/proposed us ...*

Are these sentences correct? Put a tick (✓) or a cross (X). Correct any errors.

- 1 The company has offered to him a job in Rome. **X** *the company has offered him*
- 2 They proposed to find us alternative accommodation.
- 3 The dancers invited members of the audience up onto the stage.
- 4 My mother invited all my cousins at the wedding.
- 5 The airline offered them £50 in compensation for the lost bag.
- 6 They've proposed me a job interview next Thursday.

Vocabulary bank

## Unit 4 Success and failure

- 1 **to stick at it** [informal] = to continue to try, not to give up  
*You'll never learn to play the piano if you're not prepared to **stick at it**.*
- 2 **to get there in the end** [informal] = to succeed  
*It wasn't easy to become a doctor: it took a lot of hard work, but I **got there in the end**.*
- 3 **to come to nothing** = to fail  
*He studied for years to try to get into university, but it all **came to nothing**.*
- 4 **to flop / a flop** [informal] = to be unsuccessful / a failure  
*The band's first album sold quite well, but the second one was **a flop**.*
- 5 **(to be / to do something) in vain** = unsuccessful/unsuccessfully  
*The doctors did everything they could, but their efforts were **in vain** – she died last night.*
- 6 **to come through** = to manage to get to the end of a difficult or dangerous situation  
*Last year was very difficult for the company, but we **came through** and now business is looking good.*
- 7 **(do something) against (all) the odds** = to do or achieve something despite a lot of problems and although success was not likely  
*She was very ill and weak as a child, but **against all the odds**, she became a great sportswoman.*
- 8 **to triumph / a triumph** = (to have) great success or a great victory  
*The film was **a triumph** – it won six Oscars.*



## Unit 5 Advertising

- 1 **to market (something)** = to make things available in a way which encourages people to buy more of them, for example by advertising  
*The phones sold well – partly because they're good quality, partly because they were cleverly **marketed**.*
- 2 **marketing** = the business of encouraging people to buy a product or service  
*The **marketing** department of our company has got some great ideas for advertising our new design.*
- 3 **an advertising campaign** = a series or programme of advertisements by a company  
*Their **advertising campaign** was very striking because it used old people, not young ones.*
- 4 **propaganda** [usually negative] = information that is broadcast or published with the intention of influencing people's opinions (often their political opinions)  
*I think this newspaper just publishes **propaganda** for the government.*
- 5 **junk mail** = mail or emails advertising products or services, sent to people although they have not asked for it  
*Every day, I get loads of **junk mail** in my inbox – I just delete it all.*
- 6 **a promotion** = activities to advertise something  
*There was a sales **promotion** in the supermarket today – they were giving away bars of chocolate.*
- 7 **hard sell / soft sell** = an aggressive / gentle way of trying to sell something to someone  
*The salesman really wanted me to buy the car – he took a very **hard-sell** approach.*
- 8 **cold calling** = telephoning or visiting a possible customer to try to sell them something without being asked to do so  
*I get so many phone calls from banks and phone companies every day – all this **cold calling** really annoys me!*

