Unit 13 The power of language

A  Oral English

2. Practice - writing (SB page 108)

Answers

discussion telephone absentee
character second-hand paragraph
uncertain circulate following
languages interview develop

B  Listening

2. Questions (SB page 109)

Answers
1. Commercial and non-commercial advertising.
2. They try to persuade us to buy more of a product or service.
3. Radio, television, cinema, newspapers, magazines, billboards, video games, the internet.
4. They inform so the potential customer knows more about the product and so they are more trustworthy.
5. Political parties, charities and other interest groups, religious organisations, government departments and state organisations.
6. $385 billion.
7. They say the vast amounts of money spent on advertising could be used to decrease the prices of the products.
8. Companies say the increased sales as a result of advertising lead to lower costs and that without advertising, sales would go down.
9. It impacts on impressionable young minds.
10. Subjective answer eg. it is annoying.

C  Reading – The hidden persuaders

3. Questions (SB page 111)

Answers
1. The main purpose is to sell a product or a service. To do this, they research human behaviour.
2. The need for security, popularity, health, success and attractiveness.
3. They emphasised the need to have fresh breath and white teeth.
4. The need to look attractive – cream would make them beautiful, so they sold hope.
5. They claim that the product will make them successful with the opposite sex.

4. Word inference (SB page 111)

Answers
1. A - is not acceptable
2. D - influence

5. Summary (SB page 111)

Answers

Paragraph 2: Advertisers appeal to humans’ feelings or needs to be successful, popular, attractive, healthy and safe.

Paragraph 3: Beauty products do not merely sell a cream, they also sell hope.

Paragraph 5: Consumers are influenced by the colour of the packaging of a product.

6. Linking ideas (SB page 111)

Answers
a) for instance
b) however
c) In other words
D Vocabulary development

1. Word inference (SB page 113)

Answers

a) persuaders – influencers/coaxers  
b) products – manufactured goods  
c) effectively – successfully  
d) emotions – feelings  
e) executive – senior businessman  
f) appeal – attraction  
g) surrounded – encircled  
h) attract – entice  
i) stated – declared/remarked  
j) specific – particular

2. Advertising (SB page 113)

Answers

A notice on the noticeboard in your school is a form of advertising. It might advertise an event such as a football match, or a play, or a concert. Its aim is to attract people to the event, and to inform them about important (1) D events.

In the world beyond school, advertising has become big business. The success or failure of a new (2) B product on the market may depend on how it is advertised. For a local shop in a small town, a (3) A handbill can be produced and distributed in the street. Even this basic form of advertising needs to be well produced if it is to give out the right message.

If large sums of money are involved, companies will often go to an advertising (4) D agency. This kind of organisation specialises in the best methods of advertising, and can play a key part in the (5) D promotion of a product. They may make advertisements for TV or radio, and design (6) D pictures to go on advertising (7) A hoardings.

Sometimes an organization may wish to improve its public (8) A perception – the way members of the public perceive it. For example, NEPA may wish to make people feel more appreciative of its efforts to serve the public despite the many problems it faces. To do this, a company might sign a (9) B contract with a (10) A public relations agency which will advise them on their public image.

E Grammatical structures

1. Adjuncts (SB page 114)

Practice answers

1. He was sleeping on the veranda.
2. Her mother visited me last Friday.
3. They bought some soft drinks for the party.
4. Sorrowfully she left the room.
5. She took it from him without raising her eyes.

2. Multiple adjuncts (SB page 114)

Practice answers

1. On 25th January he travelled to Port Harcourt to meet his cousin.
2. On reaching the town, I soon found the office without difficulty.
3. One morning a man was cycling slowly along the expressway.
4. Owing to his eye problem, he could not take the examination last June.
5. Often, advertisers market their products by using attractive packaging.

Practice answers

1. Where was he sleeping?
2. When did her mother visit you?
3. Why did they buy some soft drinks?
4. How did she leave the room?
5. How did she take it from him?
1. On 25th January (time) he travelled to Port Harcourt (place) to meet his cousin (reason).
2. On reaching the town, (time) I soon (time) found the office without difficulty (manner).
3. One morning (time) a man was cycling slowly (manner) along the expressway (place).
4. Owing to his eye problem (reason), he could not take the examination last June (time).
5. Often, (time) advertisers market their products by using attractive packaging (manner).

3. Writing (SB page 115)

Possible answers
1. Brush your teeth twice a day so that they really shine. Sparkle fights tooth decay.
2. Travel in style with Premier Car.
3. Come to Fontana Restaurant for the best fish.
4. Nigerian school of hairdressing: applicants are invited to apply within.
5. We, the Management and Staff of Paramount Bank plc announce the tragic and untimely death of our esteemed colleague and friend Mr Michael Odinamadu.