

Language Focus: Vocabulary

► **Paper 1, Parts 1 and 2**

1

1 The following techniques can be used for effect in written advertisements:

- exaggeration
- humour
- irony
- repetition
- unusual collocations
- unusual use of words.

Think of any examples of these techniques in advertisements you have seen.

2 Read the following text and decide which answer (A, B, C or D) best fits each gap. Then identify any examples of the techniques discussed in Exercise 1.1. How effective do you think this advertisement is?

When fitting your new Bose speakers you'll find your old system will (1) in very handy. The new Bose speaker system (2) old approaches to stereo sound to history. (3) the traditional pair of boxes that only produce stereo at one (4) point, our technology delivers open, spacious high-fidelity sound with incredible realism. Bose fills your room with sound, not speakers. Two tiny, easily positioned cubes, 40% smaller than their predecessors, yet with even better performance, (5) with the hideaway Acoustimass bass module to reproduce a natural balance of reflected and direct sound throughout the listening area. So now you and your friends can experience powerful, distortion-free bass with stunning (6) in the higher frequencies. Close your eyes and you could be in the front row at a performance. Audition the Acoustimass 5 speaker system at your Bose dealer. Then you'll know that there are better things to do with your speakers than listening to them.

- 1 A get D move
- B go
- C come
- 2 A consigns D suggests
- B develops
- C constrains
- 3 A As well as D Equivalent to
- B Instead of
- C In addition to
- 4 A fixed D secure
- B stationary
- C rigid
- 5 A associate D unify
- B merge
- C combine
- 6 A lucidity D simplicity
- B clarity
- C sensitivity

2

- 1 What packaging techniques do manufacturers use to make their products more interesting and attractive to consumers? Think of some examples of products with effective packaging.
- 2 Read the following text and decide which answer (A, B, C or D) best fits each gap.

The history of packaging

The appearance of a product has always affected what people think of it. The Romans recognised wine and water from the shape of their earthenware (1) In the sixteenth century, goods in paper wrappers with their producer's signature on the outside became a way of authenticating the quality of the product. Then a nineteenth-century tea merchant did a (2) trade when he began putting his tea into sealed bags rather than selling it (3) With technology and changing lifestyles, packaging has (4) First, it became more sophisticated – canning in mid nineteenth-century America, the mass production of cardboard later in the century, and the cheap manufacture of plastics in the last century – (5) ensuring more widespread use. Then changing social conditions guaranteed its place in our culture. The rise of the self-service supermarket, for example, meant that goods needed to (6) more for themselves, with no jolly Mr Cornershop to help the housewife make her choice.

- 1 A cisterns B cases C casks D containers
- 2 A blazing B roaring C ripping D glowing
- 3 A loose B free C alone D untied
- 4 A intensified B duplicated C protracted D proliferated
- 5 A thereby B therewith C thereupon D therein
- 6 A cope B look C speak D show

3 Read the text again and find the reasons why packaging has become such an important part of marketing. Do you think that the writer is in favour of modern packaging or against it?

3 Discuss the following questions.

- 1 What influences you most when you are choosing a product, the advertising or the appearance of a product?
- 2 Can you think of any particular products that use more packaging than is necessary? Why do you think manufacturers use packaging to such an extent? What problems can this cause?
- 3 Can you think of any other ways in which modern technology is affecting methods of advertising and marketing goods?

Listening

► **Paper 4, Part 1**

In Paper 4, Part 1 you have to listen to four short extracts and answer multiple-choice questions. Each question will only have three answers to choose from, and you will hear both monologues and dialogues. You will hear each extract twice.

Before you listen to each extract, read through the questions. They will help you to focus on what to listen for in each extract. This may be:

- attitude and inference
- gist and detail.

Remember, for any Listening task, always read through the questions before you listen, so that you can try to anticipate what you are going to hear.



1 Listen to the recordings, and for questions 1–8, choose the answer (A, B or C) which fits best according to what you hear. If you are unsure of the answer, mark the ones you think are wrong. Then listen again to complete and check your answers.

Extract One

You hear a marketing executive talking about her job.

- 1 The woman regards her job as
 - A creative.
 - B stimulating.
 - C worthwhile.
- 2 What is the woman doing when she talks about ice-cream?
 - A summarising procedures
 - B comparing processes
 - C describing opportunities

Extract Two

You hear a boy talking to his mother about a jacket he has bought.

- 3 The mother is upset because the jacket is
 - A damaged.
 - B poor value.
 - C old-fashioned.
- 4 She is concerned because her son
 - A does not save any of his money.
 - B only thinks about his appearance.
 - C is untidy and careless.

Extract Three

You hear two people talking about a picture in a fashion magazine.

- 5 The woman says that nowadays models are expected to
 - A look cheerful.
 - B be under twenty.
 - C eat a balanced diet.
- 6 The two speakers agree that these days people are too concerned with
 - A their own appearance.
 - B imitating celebrities.
 - C the latest fashions.

Extract Four

You hear part of a radio talk about market brands.

- 7 What is the speaker doing in this extract?
 - A describing beliefs
 - B criticising ideas
 - C explaining causes
- 8 The speaker mentions Coca-Cola as an example of a brand which is
 - A long-established.
 - B highly influential.
 - C widely known.

2

1 Read the statement below and fill in the gaps with words from the box.

price product promotion place

The marketing mix

To meet customers' needs a business must develop the right (1) to satisfy them, charge the right (2), get the goods to the right (3) and make the existence of the goods known through effective (4)

2 Work in groups. Think of a product you all buy regularly, such as an item of confectionery, a magazine, etc. Decide how effective the marketing mix for your selected product is by discussing these questions.

- Does the product meet the requirements of the customers for whom it is intended?
- Is the price right?
- Can consumers get it when and where they want it?
- Is it well advertised?