Name : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NIM : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Unit 1 Advertising**

Worksheet for second listening

**Listening Task 1: Completing information**

Listen to the two ads. Take notes using the chart below. Fill in the missing information.

|  |  |  |  |
| --- | --- | --- | --- |
| Advertisement | Product name | Problem | Effect of the product |
| Advertisement 1 |  |  | * Thief touches car and an alarm rings
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| Advertisement 2 |  | * Dandruff, white powdery flakes
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | * Your dandruff will go away
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

**Listening Task 2: Choosing the best answer**

Choose the best answer in each number.

1. How are the two ads similar?
2. They both present embarrassing situations
3. They both present frightening situations.
4. They both present negative situations.
5. They both present humorous situations.
6. What two products are advertised in these ads? Choose TWO answers.
7. Cars
8. A security system
9. Jackets
10. Shampoo
11. Cornflakes
12. In the first ad, what technique does the ad use to sell the product?
13. It tells a personal story.
14. It compares different car alarms.
15. It explains a two-step process.
16. It describes its many features.
17. In the first ad, why does the announcer say, “So, why put your car at risk any longer? Get a Thief Buster Security System today!”?
18. To ask listeners to answer the question.
19. To introduce a solution to the problem.
20. To invite listeners to discuss the topic.
21. To make listeners feel that they don’t know anything.
22. In the second ad, what is the speaker’s attitude toward his problem when he says this. “It was dandruff. Aaaggh, you could really see it too.”?
23. He is embarrassed.
24. He is angry.
25. He is hopeless.
26. He is confused.
27. What does Rinse away stop?
28. Itchy shoulders
29. White hair
30. Dandruff
31. Headaches