

## 1 WORD POWER

## 1 WORD POWER A

## Answers

1 Billboards, posters (near roads, pavements); celebrity endorsements (newspapers, radio, TV); classified ads (newspapers); full-page ads (magazines or newspapers); junk mail, flyers (in the post); movie trailers (cinemas, DVDs, TV); pop-up ads (internet pages / sites); product placement (films, TV); radio spots (radio, internet radio); spam (email inbox); sponsorship (sporting events); TV commercials (TV).  
3 Government, politicians, charities, etc.

## 1 WORD POWER B

## Answers

1 Even a product placement in a top action film won't convince anyone to buy that. **Well, I don't see it that way, many people follow what their idols do. If Britney Spears drinks Pepsi, lots of kids will think it's good to drink Pepsi too.**  
2 Brand names use bad English like *luv* and *kwik*. **But what about all the other brand names that use good English? Bad English is only used in a minority.**  
3 Ad campaigns are only good if they're funny. **I understand what you're saying, but I think other types of campaigns can be interesting, entertaining or informative as well.**

## 2 READING

## 2 READING A

## Answers

1 primetime 2 blindside 3 buzzword 4 logo

## 4 LISTEN

## DVD

## 4 LISTEN A3, B1

## Answers

A 3 **Tobacco companies:** Would not be happy about people giving up smoking because of the warning labels (not mentioned in listening clip); **Smokers: Man 1** is shocked, but he is not sure these would stop him from smoking. **Woman 2** thinks they might help her quit smoking and finds them shocking. **Non-smokers: Woman 1** is in favour and thinks it would help her boyfriend quit because of the picture. **Man 2** hates smoking and thinks the labels are a good idea.

B 1 360,000 people

2 **Woman 1:** supports the idea; **Man 1:** against it; **Man 2:** supports it; **Woman 2:** supports it.

3 Smoking is seen as 'cool'.

4 These rates have dropped from 28 per cent to 18 per cent between 1999 and 2003.

## WORKBOOK: 1 WORD POWER

## 1 WORD POWER

## Answers

1 with 2 in / with 3 from / against 4 on 5 by  
6 on 7 to 8 into 9 with 10 at

## 3 SPEAKING: Mapping the presentation

## 3 SPEAKING STRATEGIES

## Answers

1 Categorical: circles, triangles, squares; red, green, blue

Commodities: grapes, oranges, soybeans, rice

2 Chronological: past, present, future:  
4000 BC, 1565, 1688–1715, 1970

3 Compare/contrast: + vs. –, us vs. them:  
grapes, oranges (fruit) vs. soybeans, rice  
(vegetables/grain)

4 Confucius principle: individual, family, community:  
how each relates to the person / town / country;  
how important each is to person / town / country.

5 Geographical: north, south, east, west:  
France, Brazil, Thailand, Florida

6 Hierarchical: top, middle, bottom

7 Cost: champagne, oranges, soybeans, rice

8 Sequential: first, secondly, thirdly / lastly

9 History (4000 BC, 1565, 1688–1715, 1970)

10 Status (champagne, oranges, soybeans, rice)

11 Order first appeared in your country

## 4 IDIOMS

## 4 IDIOMS

## Answers

1 b 2 a 3 c 4 d 5 e

1 jump on the bandwagon = choosing the popular side / whatever is most popular 2 give a blank cheque = allow someone to spend as much as they like 3 cost an arm and a leg = cost a lot of money, be very expensive 4 be seen dead = would never do something 5 round the clock = all hours, a lot of hours, day and night