

Learning objectives for this lesson

Reading for referencing in order to place sentences.
Reading for general and specific information. Matching unknown words and phrases to definitions.

- 1 All students should have something to say about these questions as they require no specialist knowledge. Elicit plenty of ideas for question 2 and try to lead their answers to the idea of checking prices online.
- 2 Students will need to read the whole text carefully in order to put the sentences in. Remind them that they may have to read the sentences after the gap in order to match them.

Answer

1 f 2 d 3 b 4 a 5 e
c is the incorrect answer.

- 3 Students read for the general and specific information to answer 1–4.

Answers

1 a 2 c 3 a

- 4 Students find the correct words or phrases.

Answers

- 1 trawl (through)
- 2 baffle
- 3 subconscious
- 4 can't be bothered
- 5 imitators
- 6 distract
- 7 prompting
- 8 fooled
- 9 dimple
- 10 squirts

- 5 Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why. Students could also make sentences using the words they chose. Afterwards, as students say their sentences to their partner, monitor for correct usage and help with any pronunciation problems.

Extension

Working together in the same pairs, the students could prepare five gap fill sentences where the words in **4** or any others from the text are missing. For example: *I had to _____ through the adverts for ages before finding the car I wanted.*

Then they swap their five gap fills with another pair and they each try to answer the questions.

- 6 Students can discuss the questions in pairs and then open up the discussion to the whole class. Other techniques advertisers use to reach our subconscious might include music, images, colour, and repetition of words or slogans through their commercials or adverts.