

**AUDIO SCRIPT**

**[Male Student]**

M1: I want to start my presentation by talking about subliminal messaging. What does it mean? Well, *subliminal* means “below consciousness.” You see, we all have a conscious mind and an unconscious mind. Our conscious mind is aware of the stimuli in our everyday lives—that is, the things we can hear, see, smell, and touch. The unconscious mind is in a deeper part of the brain that isn’t aware of stimuli. It’s like a huge archive that stores our memories and experiences. Have you ever reacted to something and you weren’t sure why? That’s your unconscious mind at work.

During the 1950s, advertisers were very interested in the unconscious mind. In 1957, a market researcher named James Vicary announced that he had displayed the slogans “Drink Coca-Cola” and “Eat popcorn” during a movie, too fast for the audience to consciously notice. As a result, he said, popcorn sales rose by 18.1% and Coca-Cola by 57.7%. When people heard about the experiment, they were angry and upset. They thought it was wrong. In 1962, Vicary admitted that he had faked the experiment—he had made the whole thing up. Further research concluded that subliminal advertising doesn’t really work. Nevertheless, advertisers find ways to get their products into our unconscious minds. Here are some ways:

- First, advertisers repeat an image, logo, or jingle (a short, catchy song) so often that it sticks in our minds.
- Second, they use gimmicks, or tricks. For instance, in 2009, a fried chicken company left a clue in an ad for customers to find. If they found the clue, they got a free meal. Some people watched the ad for hours trying to find the clue.
- Third, they use music to attract their target audience. Research shows that loud, fast music makes people shop faster.
- Fourth, they use colors to represent feelings and values—for example, blue for trust, red for energy, and silver for success.

So far, I’ve talked about traditional advertising, such as TV ads. Today, ads are often aimed at young people, or Millennials—people born between about 1980 and 2000. That is, *us*. There are 80 million of us in the United States, or about one-quarter of the population. Each year, we spend about \$200 billion. About 40 percent of us are non-white and 25 percent of us speak a language other than English at home. More than 85 percent of us own smartphones. We check our phones about 45 times per day. One third of us have a college degree and only 26 percent of us are married.

Studies show that we don’t like advertising. In a survey of 1,300 Millennials, only 1 percent said they would buy a product because of an ad. About 33 percent said that they checked blogs and other social media for information before buying a product. Millennials like brands. More than half said they followed brands on social media. Therefore, companies are putting more resources into connecting with their customers

## **Inside Listening and Speaking 1**

### **Unit 3 Assessment**

## **INSIDE LISTENING AND SPEAKING 1**

through social networks. This is the new direction of advertising. It's more about developing a relationship with the customer and less about the product itself.