

UNIT 3

Complete the sentences with the correct words.

attractive	avoid	control	habit	strategies
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1. It is important to _____ the number of ads that children see.
2. Claudia has got into the _____ of doing most of her shopping online.
3. Advertising companies are always thinking of new _____ to increase sales.
4. Shops that have _____ displays usually sell more to their customers.
5. If you want to _____ the crowds in store, you can usually buy items from the store's website.

Choose the correct meaning of each word in bold.

6. The next **item** to discuss is how to make our website easier for our customers to use.
 - a. one type of problem
 - b. one thing on a list
7. As soon as you **enter** the shopping mall, you will see the supermarket on the left.
 - a. to leave
 - b. to go into
8. About 30 **percent** of all advertising money is spent on TV ads.
 - a. one part of 100
 - b. 10 parts of 100
9. Why don't you take a short break **instead of** sitting and watching all the ads?
 - a. as another option
 - b. after one activity

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10. They are building a big **store** just outside the city center.
- a. a place to buy things
 - b. a place to park cars

Choose the correct word to complete each sentence.

11. Doctors finally succeeded in getting the disease _____ control.
- a. out of
 - b. under
12. A large company bought the store and _____ control of it.
- a. took
 - b. gave
13. After a few minutes, the pilot _____ control of the plane and managed to land it.
- a. got
 - b. lost

Complete each sentence with the correct word.

14. The most common type of natural _____ is when too much water causes a flood.
15. These photos really show the natural _____ of the country.
16. The restaurant is famous for its delicious soups which are made with only natural _____.

Read the passage.**Supermarket Tricks**

When we go to a supermarket, we often buy more than we need. But it may not be our fault—supermarkets are controlling the way we shop. In fact, the whole experience of shopping for food is planned so that we stay longer and spend more.

From the moment we enter, we are controlled by a supermarket's floor plan. The first thing we usually see at the entrance is an attractive space full of colorful fruit and fresh vegetables. This part of the floor plan makes

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us feel good so we look forward to our time in the supermarket. It also slows us down stopping us from quickly getting the items on our shopping list.

The floor plan is also designed to make us pass through as much of the store as possible. Supermarkets put items that most people buy—such as milk and eggs—at the back of the store. This forces us to walk through several aisles. Cash registers are usually near the exit, so we have to walk back through more aisles. Supermarkets hope that during this long journey, we will see—and buy—more items than we were planning to.

The more time we spend in a supermarket, the more money a supermarket makes. Studies show that after about 30 minutes, we stop shopping rationally. Instead, we shop emotionally. We start to add items to our cart because it makes us feel good, not because we planned to buy the item. This is when we buy extra items—items that are not on our shopping list.

Supermarkets also have strategies to make us buy more expensive items. When we are in an aisle, we usually look at the shelves from top to bottom—the same way we read a book. So supermarkets put expensive items at eye level because we see those items first. They are also easy to reach. Cheaper items are on lower shelves, so we have to bend down to get them. This makes us more likely to grab the more expensive items.

Supermarkets can use music to control our shopping, too. In a study of shopping habits in a New York City supermarket, researchers found that playing slow music in a store made shoppers walk more slowly. This means they spent more time—and money—in the store. In fact, on days when the supermarket played slow music instead of fast music, shoppers spent about 38 percent more.

So, how can you avoid buying more than you need? The best advice is to make a list, and don't buy anything that isn't on it. Or perhaps try ordering from the supermarket online.

Choose *True* or *False*.

17. Customers walk to the back of a supermarket because it is colorful and attractive.
 - a. True
 - b. False
18. Items that most people buy are usually placed a long way from the entrance.
 - a. True
 - b. False
19. When customers enter a supermarket, they buy items that make them feel good first.
 - a. True
 - b. False

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20. Cheaper items are often more difficult to see and to reach.
- True
 - False
21. To save money, the author recommends people shop for less than 30 minutes.
- True
 - False

Read the passage.**Why We Buy**

- A** What things do humans need? It's not that much—food, clothes, and somewhere safe to sleep. But many people have a lot more than that. If you are like these people, you sometimes buy things you don't really need. Many people buy even when they don't have the money. What makes us want to keep buying things? Let's look at a few reasons.
- B** First, we need to understand that it is a basic part of nearly every culture. We work, earn money, and buy things. It is normal and the way the world works. Humans are social, and owning things gives us importance and gets us respect from others. It shows people how much money we have, what we are like, and even who we are.
- C** Many people buy things because other people have them. They want to feel equal to their friends, their neighbors, and their colleagues. And advertising can make this feeling stronger. Ads tell us we need these things to be happy and successful. Ads show people relaxing in beautiful homes and driving shiny new cars. They show people eating delicious-looking food, wearing attractive clothes, and traveling to amazing places. Ads encourage us to think that our lives will be better if we spend money on these things.
- D** A lot of people buy things because it is a habit that feels good. Going to the mall on the weekend is something people all over the world do without much thought. And this habit can be difficult to stop. Some people enjoy the feeling of buying something so much that they do it as much as they can in order to keep feeling good.
- E** Finally, life is complicated, and we don't have control over many things in this world. But one thing we can control is what we buy and when. This is another reason why we buy things—it gives us a sense of control over our lives in a world where so many things are not certain.

Choose the correct answers.

22. The main purpose of the passage is to explain why _____
- a lot of people buy things they probably don't need.
 - people buy things when they probably don't have enough money.

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23. The word “It” in the last line of paragraph **B** means _____.
 a. owning things
 b. earning money
24. What feeling can ads make stronger according to the text?
 a. wanting to be successful
 b. wanting to be like others
25. Paragraph **D** is about _____.
 a. how shopping makes people feel
 b. shopping habits all over the world
26. The reading passage points out that _____.
 a. there are many parts of modern life that people can’t control
 b. most people can’t control when they shop and what they buy

Read each paragraph. Identify the supporting idea. Which is the reason?

Write the number.

27. First, we need to understand that it is a basic part of nearly every culture. ¹We work, earn money, and buy things. ²It is normal and the way the world works. ³Humans are social, and owning things gives us importance and gets us respect from others. ⁴It shows people how much money we have, what we like, and even who we are.

Main idea: Buying things is a basic part of nearly every culture.

Reason: _____

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**Read the paragraph. Identify the supporting idea. Which is the example?
Write the number.**

28. ¹They want to feel equal to their friends, their neighbors, their colleagues. ²And advertising can make this feeling stronger. ³Ads tell us that we need these things to be happy and successful. ⁴Ads show people relaxing in beautiful homes and driving shiny new cars. They show people eating delicious-looking food, wearing attractive clothes, and traveling to amazing places.

Main idea: Ads make people want what other people have.

Example: _____

Choose the correct option to complete each sentence.

29. Why is it important for small businesses to advertise? There are several reasons. _____, advertising is an essential way to get people's attention.
- First
 - Also
30. Small businesses are not usually well-known, so advertising is a way to tell their customers about their business and what they can offer them. _____ advertising lets them explain how their products or services can help other businesses.
- Another
 - In addition,
31. _____ benefit of advertising is that it can increase sales by a lot.
- Another
 - Furthermore
32. _____, even if you already have good customers, it is important for any business to keep them, and advertising helps to do this.
- Another
 - Furthermore
33. These are all good reasons why small businesses should advertise. _____, last on our list but just as important, advertising is a great way to get new customers— and small businesses need to grow.
- First
 - Finally

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Read the paragraph. Choose the best topic sentence (A–C). Write the letter. Then identify the purpose of the sentences. Write *Fact*, *Reason*, or *Example*.

34. ¹This is when an ad is designed to create an emotion in people. ²Advertisers use emotional advertising because studies show that people often decide what to buy based on emotions. ³Many lifestyle brands, such as companies that sell clothes or furniture, show people looking happy in their ads. ⁴Fear is another emotion advertisers use. ⁵Governments may show unpleasant scenes to encourage people to stop smoking.

- A** One kind of advertising strategy is to use famous people.
B Advertisers often use a strategy called emotional advertising.
C Advertisers use a variety of strategies to promote their products.

Topic sentence: _____

Sentence 1: _____

Sentence 2: _____

Sentence 3: _____

Sentence 5: _____

Read the passage.

- 1** Many people buy things because other people have them. They want to feel equal to their friends, their neighbors, their colleagues. And advertising can make this feeling stronger. Ads tell us we need these things to be happy and successful. Ads show people relaxing in beautiful homes and driving shiny new cars. They show people eating delicious-looking food, wearing attractive clothes, and traveling to amazing places. Ads encourage us to think that our lives will be better if we spend money on these things.
- 2** A lot of people buy things because it is a habit that feels good. Going to the mall on the weekend is something people all over the world do without much thought. And this habit can be difficult to stop. Some people enjoy the feeling of buying something so much that they do it as much as they can in order to keep feeling good.
- 3** All humans need a few essential things: food, clothes, and somewhere safe to sleep. But if you are like most people, you sometimes buy things you don't really need. Many people buy even when they don't have the money. What makes us want to keep buying things? Let's look at a few reasons.

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- 4** Finally, life is complicated, and we don't have control over many things in this world. But one thing we can control is what we buy and when. This is another reason why we buy things—it gives us a sense of control over our lives in a world where so many things are not certain.
- 5** First, we need to understand that it's a basic part of nearly every culture. We work, earn money, and buy things. It's normal and the way the world works. Humans are social, and owning things gives us importance and respect from others. It shows people how much money we have, what we like, and even who we are.

Match each topic sentence with the correct paragraph.

35. Most people buy a lot more things than they need to survive. _____
36. In almost all societies, buying things is a normal part of life. _____
37. Advertisers try to make us buy their products. _____
38. Shopping can become something we feel we need to do. _____
39. Buying things is one way we can feel we have control of our lives. _____

You are going to write a paragraph on the following topic.

40. **Think about your own experiences with one of these two topics.**

Topic 1: Choose an ad you know that uses emotional advertising.

Topic 2: Choose an ad you know that uses celebrity power.

A. OUTLINE Plan an outline for your paragraph.

Write what the ad is for.

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Describe the emotion the ad uses and the ad. For example, the situation, what people say, the use of images and music.

Write how the ad made you feel.

B. Think of some words and phrases you can use in your paragraph. Write them in the box.

The words and phrases below can be useful when writing about emotional advertising.

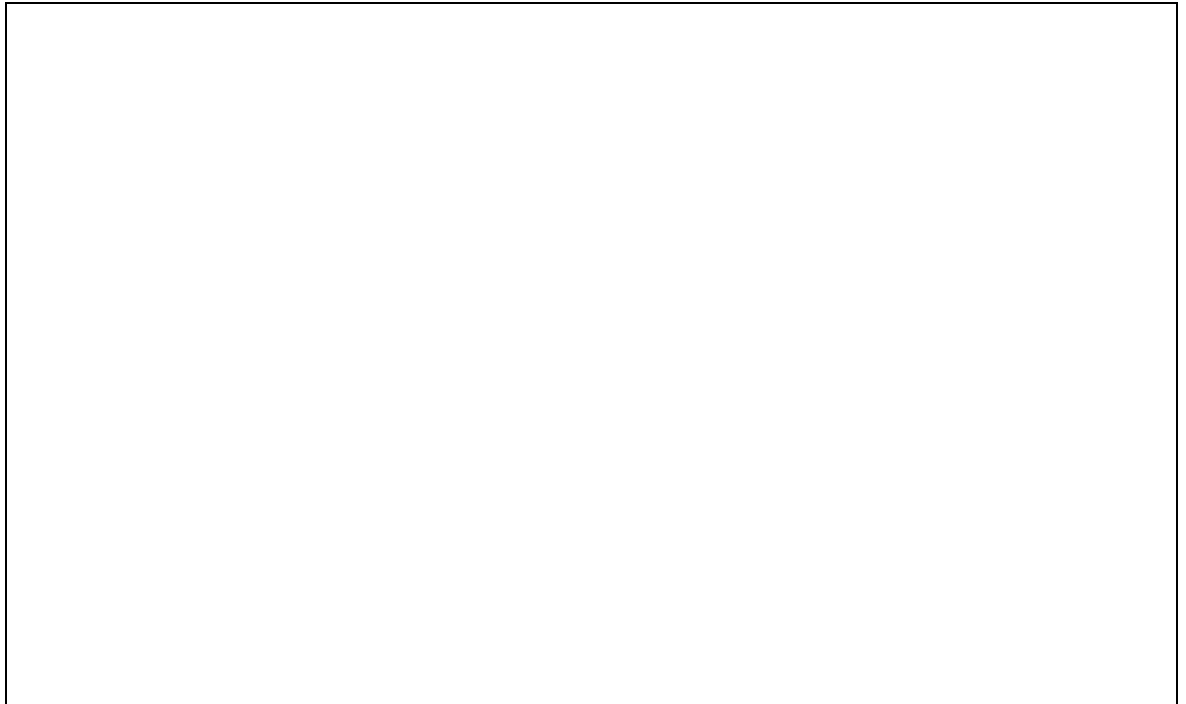
- *product, technique, strategy, emotion*
- *amazing, exciting, positive, negative, surprising, shocking, effective*
- *happiness, sadness, anger, fear*

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- C. Write your paragraph based on your outline. Use the model to help you. Remember to use the vocabulary you wrote down.

Model:

Coca Cola makes ads that use emotions. They use the emotion of happiness. One ad shows lots of different people enjoying their lives. Some people are traveling, others are playing sport. Other people are getting married. Some are dancing, and others are just enjoying being together. Many of the people are drinking Coca Cola. At the end, it says, "Happiness comes to those who wait," and then, "What are you waiting for?" I think it is an effective ad, because it connects happiness with Coca Cola.



(12 points)