**3. VOCABULARY 1 PRACTICE**

1. give in
2. introduce
3. merchandise
4. unconsciously
5. worldwide
6. scenario
7. character
8. take into account

**4. LISTENING COMPREHENSION Marketing social change**

1.  The student is doing a presentation on social marketing .

2.  This kind of marketing tries to get consumers to change their behavior for the social good.

3.  One example from a marketing campaign uses pictures of buildings and trees to show the problem of  climate change .

4.  Conservation International in Colombia used melting ice animals to call attention to global warming.

5.  Child labor was the focus of a campaign by World Vision .

6.  In the World Vision campaign, they put life-size photos in revolving doors .

7.  In one ad, a man sits inside a clear box in order to get money for research .

8.  One thing these campaigns use to persuade people is emotional appeal.

**5. LISTENING SKILL Identifying fact and opinion**

|  |  |
| --- | --- |
| **Facts** | **Opinions** |
| * No one will make any money if you wear a seatbelt. * The idea for social marketing really took off in the 1980s. * The organization had the animals carved out of ice. * The cutouts were put inside revolving doors. * It's for the organization Multiple Sclerosis Australia. | * I think the following examples of social marketing are really clever. * This last one is the most memorable. * It's a really important kind of marketing. |

**6. CRITICAL THINKING VIDEO Evaluating truthfulness of claims**

1. questioning the accuracy of information presented to you.
2. viewing commercials on television.
3. All of the above.
4. by thinking about the knowledge that most people know is true
5. by thinking about how much the speaker knows about the subject
6. They thought about the character and motives of the speaker.
7. Think about the knowledge that most people know is true.
8. Conduct research on the statistics and history of the medication.

**8. VOCABULARY 2 PRACTICE**

1. taste
2. the bottom line
3. personal
4. infer
5. evidence
6. add up to
7. disappear
8. willingness

**9. VOCABULARY SKILL Using context clues to identity meaning**

1. a company that pays for part of an event in return for ad time
2. causing disagreement
3. fight
4. get
5. not allow
6. the time before
7. fascinating
8. end something

**10. GRAMMAR Modals to express attitude**

Marketing isn't only for selling products. You can also market social change. In fact, I think companies should do some advertising that improves society. It's just a good idea. They don't have to do this kind of advertising because it's not required by law. However, they ought to use their money and knowledge to help people in general. Why? Well, we, as customers, don't have to buy their products. I think we should only buy products from companies that are socially responsible. Because we care about the world, we must pay attention to how we spend our money.

**11. GRAMMAR EXPANSION would like, would prefer, and would rather**

1.  I would rather have the appointment at 10.

2.  My parents would rather live in China than in Japan.

3.  William would like to meet tomorrow. He's busy today.

4.  Many people would rather watch sports than play them.

5.  She'd like some tea.

6.  Would you prefer to eat at home or at a restaurant?

7.  Because it's my home team playing, I'd  like to go to the game.

8.  Hugo doesn't want to see that movie.

9.  Would you prefer cake or ice cream?

10.  I'd rather not buy a product that uses false advertising.

**12. PRONUNCIATION Intonation in questions**

1. That's not true. I like ones that are very clever.
2. That's great.
3. Yeah. You don't think so?
4. Yes. Don't you agree?
5. That's great!
6. Really? I didn't see any ads.
7. I think so, too.
8. Yes, and they provide scholarships to athletes.

**13. SPEAKING SKILL Giving and supporting your opinions**

|  |  |
| --- | --- |
| **Giving opinions** | **Supporting opinions** |
| * I think that * In my view, * If you ask me, * As far as I'm concerned, * My opinion is | * because * for example, * for instance, * To give you an example, * as |

**14. NOTE-TAKING SKILL Using a mind map to note note opinions**

A mind map is useful to create when you need to discuss a topic. This is helpful for when you need to take notes on several different opinions . Using the map, you can organize opinions and details that support them.   
To make this type of map, first write the topic in the center circle. This is usually just a word or phrase . Then draw lines to link each opinion to the topic. You can list facts and details below each opinion.

**17. TRACK YOUR SUCCESS Vocabulary review**

|  |  |  |
| --- | --- | --- |
| **﻿ ﻿Nouns and noun phrases** | **﻿﻿Verbs and verb phrases** | **﻿Adjectives** |
| * claim * evidence * merchandise * scenario * willingness * the bottom line | * give in * take into account * infer * disappear * introduce * add up to | * personal * worldwide * uncomfortable |