

## Student Book Answer Key

### UNIT 1

#### 1C BACKGROUND AND VOCABULARY

##### 2, page 3

1. b 3. a 5. a 7. b 9. a  
2. b 4. a 6. b 8. b 10. a

#### LISTEN FOR MAIN IDEAS, page 4

1. b 2. a 3. c 4. c

#### LISTEN FOR DETAILS, pages 4-5

Last Week: *informational appeals*

—give consumers *information* about a product

e.g. price, benefits

This Week: *emotional appeals*

—feelings

—*positive* (happiness, love) or *negative* (fear, embarrassment)

—*common, effective technique*

—*feeling* often makes the sale *not information*

Most common appeal = *humour*

e.g. Doggie Delight—dog food

—*funny voice, sound effects*

—*not much information* about the product

Effective:

1. "Feel-good" factor = gives us a *positive feeling* about the product

#### 2B LISTENING TWO, page 6

Answers may vary. Suggested answers:

Ad	Product	Emotional Appeal	Sound Effects
1. Thief Buster	car security system	fear	scary music, window breaking, car starting and driving away, police radio, car starting and dying
2. Sunny Resorts	beach vacation resort	stress	news show music, ringing phone, typing on computer, ocean, drinking champagne in voices
3. White Bright	tooth whitener	embarrassment	child's and adult's voices

#### STEP 1: Organize, page 7

Answers may vary. Suggested answers:

Key Ideas	Meaning	Example Ads
Informational appeal	gives information to	Thief Buster
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