

Aim High 5 Listening Test 4

[3.13] Listen to the conference speech.

1 Match the sentence halves.

- 1 Advertising
 - 2 The success of Coca Cola
 - 3 We go through different stages before
 - 4 Adverts
 - 5 We have the impression that
-
- a) move us along to the next stage of the purchasing process.
 - b) advertising doesn't influence us.
 - c) is all around us.
 - d) we decide to buy something.
 - e) shows the power of advertising.

2 Choose the correct answers.

- 1 The speaker thinks that ...
 - a) Coca Cola is the nicest drink in the world.
 - b) Coca Cola is too expensive.
 - c) Coca Cola is a very well-known brand.
- 2 According to experts, ...
 - a) we often buy things without thinking.
 - b) we go through different stages before we buy something.
 - c) we find it difficult to make purchasing decisions.
- 3 Adverts ...
 - a) all try to do the same thing.
 - b) move us quickly through the purchasing process.
 - c) focus on different stages of the purchasing process.
- 4 According to the speaker, some adverts ...
 - a) make us aware of new products.
 - b) try to persuade us to buy something immediately.
 - c) tell us where we can buy products.
- 5 The speaker advises people ...
 - a) to ignore adverts.
 - b) to try to understand how adverts work.
 - c) never to buy things they see in adverts.

3 Answer the questions.

- 1 According to the speaker, where do we see adverts?
- 2 How much do companies spend on advertising?

- 3 How does the speaker describe Coca Cola?
- 4 What is the first stage in the purchasing process?
- 5 What is the final stage in the purchasing process?

4 Answer the questions. Use full sentences.

- 1 What do most people say about their attitude to advertising?
- 2 What techniques to advertisers use to make us aware of a new product?
- 3 What techniques might they use to make us like a product?
- 4 What might an advert focus on to make us prefer one particular product?
- 5 Why don't we feel as though advertising is making us buy things?