INSTITUTO POLITÉCNICO NACIONAL

Celex Ceyt 10

Basic 5

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Homework 1

Alumno:

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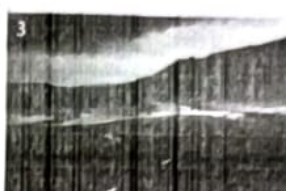# IMAGE IS EVERYTHING

1 READING

A **THINK BEFORE YOU READ** Look at the pictures from different car ads. What do the pictures say about the cars? Which images do you like the most?

B **READ FOR MAIN IDEAS** Look at the different types of people and match them to the pictures in exercise 1A. Then read the article and match the people to the paragraphs.

a The happy family

c The cool city person

b The driver of the future

d The freedom lover

How to sell... CARS

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Advertisers don't just sell *things*. They sell *ideas*. Here are the four most important ways that car companies use images to connect with buyers.

1 The freedom lover

A car is speeding along a beautiful open road near the ocean, in the desert, or in the mountains. The air is clean and, most important of all, there are no other cars.

Picture ☐ 3

2 The happy family

Dad is driving, mom is smiling, and the two kids in the back seat are laughing. The car is full of things for a weekend trip to the beach – toys, towels, snacks – but there's always room for more.

Picture ☐ 4

3 The cool city person

The driver is wearing fashionable clothes, and her best friend is sitting beside her. They're listening to music as she drives. The car is small, easy to drive, easier to park and fun.
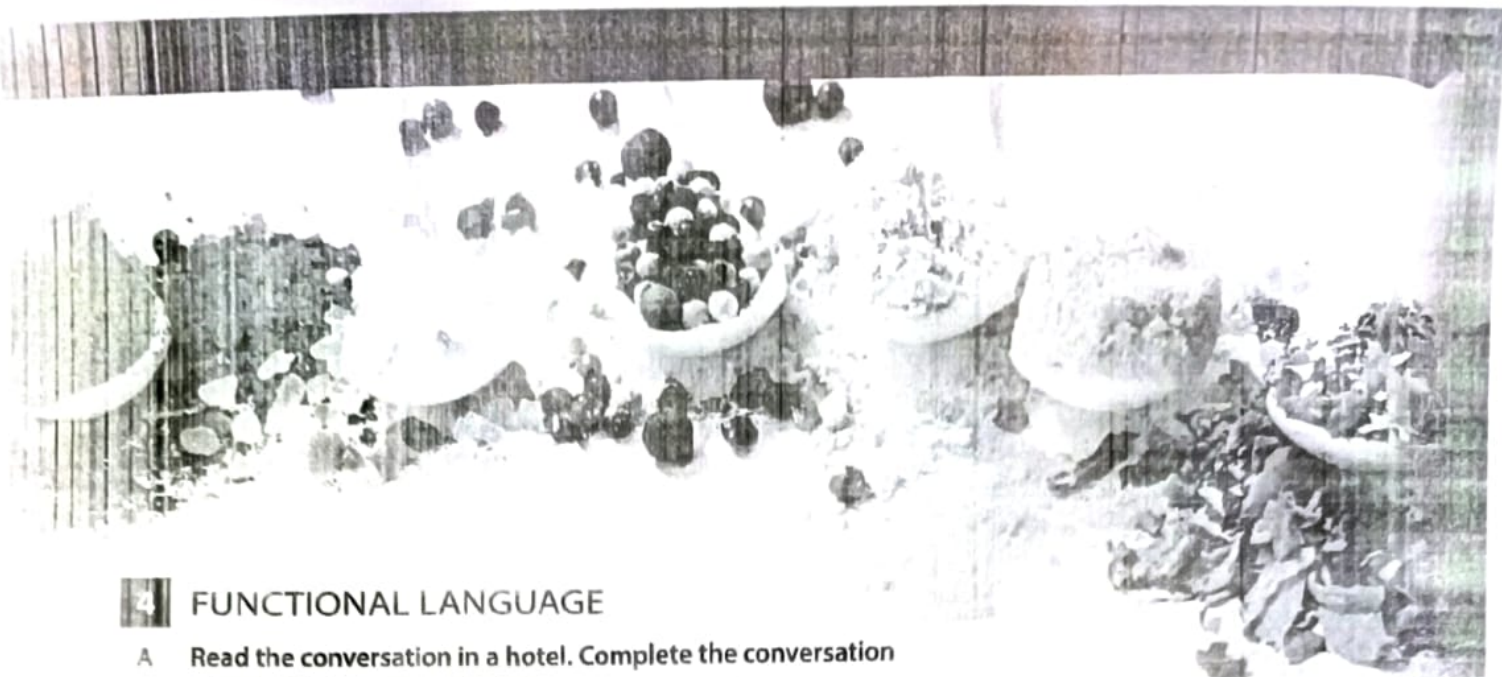
Picture ☐ 1

4 The driver of the future

Is this a car or a spaceship? This car is full of the most modern technology possible – cameras, screens, an entertainment system, GPS. The car almost drives by itself, and it doesn't need gas, just electricity!

Picture ☐ 2

C **PAIR WORK** **THINK CRITICALLY** Discuss the ways that the car ads in the article are different from reality. Look at the ideas in the box and add two more.

Some families are not happy on long car trips.
It's often difficult to find any parking space, big or small.

4 FUNCTIONAL LANGUAGE

A Read the **conversation** in a hotel. Complete the conversation with the **phrases** from the box.

could you recommend	how about	how was it	I'd like	if you want, you can
I guess	we prefer	what do you think	what kind of	you could

A Excuse me, ¹ *Could you recommend* a place for dinner?

B Sure. ² *what kind of* food do you like?

A It doesn't matter to my husband, but I think ³ *I'd like* something Italian.

B Well, ⁴ *if you want, you can* try the pizzeria across the street, or ⁵ *You could* eat at the hotel restaurant. We have pasta dishes.

A ⁶ *What do you think* of the pizzeria? Is it good?

B It's okay, ⁷ *I guess* , but I think the hotel restaurant is better.

A ⁸ *we prefer* somewhere different. We ate here yesterday.

B Well, there's Bella Napoli, that new Italian place near the park. I went there last week.
⁹ *How about* of that?

A ¹⁰ *How was it* ?

B It was really nice.

B **PAIR WORK** Practice reading the conversation in pairs. Then change the details to make a new conversation.

5 SPEAKING

A **PAIR WORK** Choose one of the situations. Act it out in pairs.

1 You are preparing a dish that you really like. Tell your friend about the dish. Then ask for an opinion and advice. Your friend suggests ways of improving it.

   A Here, taste this. What do you think?

   B Mm, delicious! And very spicy.

2 You brought your friend to your family's celebration. All your favorite foods are there. Tell your friend about the foods and say which are the best, and why. Answer your friend's questions, too.

   A My grandmother makes the most delicious desserts.

   B I love sweet things! What's in this one? ...

B Change roles and repeat the role play.