*What views do the three guests hold? Make a summary of the three speakers’ views.*

*Woman 1:we not usually talk about meaningful things anyway;give an example that people who always talk about weather is not all farmers,it’s jus a way of sharing their experience;she think that people talk about advertisement is like talking about weather;we can share our ideas about common experience.*

*Michael:advertisers with simple message and deliver it clearly; most important :have ideas that excite and provoke people’s attention ,idea good enough;advertisement is not art ;sort of entertainment in society;advertisement prevent people talking about more meaningful things in life ;*

*What are diamonds associated with in the West?*

*Romance*

*When a diamond company recently tried to market diamonds in Asia, what values did they find were successful to exploit in selling diamonds?*

*Marriage have more symbolic values in area.*

*What can marketing surveys do?*

*Find people things hold deer.*

*How do advertisers specialize their campaigns?*

*According to their target market;*

*Do you agree with the three guests’ views? Why or why not?*