You will hear the beginning of a discussion on a radio program called “Business and Culture” in which Paul Smith, Michael Bligh, Marianne Bingley and presenter discuss the role advertising plays in society. You will be expected to answer the following questions:

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

*What are diamonds associated with in the West?*

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

*What can marketing surveys do?*

*How do advertisers specialize their campaigns?*

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