



SPEAKING SKILL Ask for and Give Clarification

Here are some expressions you can use to ask for and give clarification.

A: What do you mean?

B: I mean (that)...

A: Do you mean (that) ...?

B: Exactly. / Not exactly. I mean (that)...

A: Could you explain (that)?

B: Sure. In other words,...

A: Are you saying (that) ...?

B: No, I said (that)...

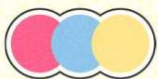


ONLINE Online discussions can be more difficult to understand. You might need to ask for and give clarification more often than in a face-to-face discussion. Don't be afraid to ask for clarification.



A Match each question to the correct response. Listen and check. Then practice with a partner. 

- | | |
|---|--|
| 1. Are you saying a spokesperson is better than a mascot? <u>b</u> | a. Yes. When people share a post online, that's a kind of advertising. |
| 2. I don't really understand. Is a mascot always a cartoon animal? <u>d</u> | b. Not exactly. A mascot is actually better than a spokesperson in several ways. |
| 3. You said that commercials are one kind of ad. What do you mean? <u>c</u> | c. In other words, a commercial is an ad on TV or radio with audio or video. |
| 4. Do you mean that social media can help sell products? <u>a</u> | d. No, I'm saying that it often is. Sometimes a mascot can be a person or thing. |



B Complete the conversations with expressions for clarification. Then practice with a partner.

1. A: I'm doing a presentation on logos in class.

B: Logos? What are those?

A: A logo is a design symbol for a business or product.

B: ¹ Do you mean (that)/ Are you saying (that) it's like a sign?

A: Sort of. ² I mean (that) it's like a sign, but a simple one. It's like a shape.

2. A: I'm reading about micro-advertising.

B: ³ What do you mean ? Really small advertisements?

A: No, I mean advertising for a very small group of people.

B: ⁴ Could you explain a little more?

A: Sure. ⁵ In other words , companies find a group of people with one thing in common. Then the advertiser aims their advertising at that group.



GRAMMAR



GRAMMAR FOR SPEAKING Simple Present and Present Continuous

We use the simple present to express:

- actions or states that are always true: He **doesn't like** shopping.
- habits or routines: **Do** prices **go up** every year?

We use the simple present with adverbs of frequency (*usually, always, etc.*) and frequency expressions (*every day/month* and *once/twice a day*).

We use the present continuous to express:

- actions happening now/around this time: **I'm buying** my clothes online these days.
- changing situations: Why **are** prices **going down** this year?

We use the present continuous with expressions like *now, at the moment, these days, and this week/month*.

C Complete the statements with the simple present or the present continuous. Use contractions.

1. My classmates don't usually talk a lot in class. (not talk)
2. My English is improving a lot in this class. (improve)
3. Our teacher speaks only English in class. (speak)
4. I often study in the evening, but this week I 'm trying to study in the morning. (study / try)
5. Everyone in my class knows more than one language. (know)
6. We 're learning about jobs this month. (learn)
7. Sometimes our class meets every day. (meet)
8. We usually don't have much homework, but we 're getting a lot this semester. (not have/get)
9. I 'm not taking a lot of classes at the moment. (not take)



E Use the words and phrases to write *yes/no* and *wh-* questions with the simple present and present continuous. Then ask and answer the questions with a partner.

1. usually / enjoy / shopping _____ *Do you usually enjoy shopping?*
2. buy / a lot of stuff / this month _____ *Are you buying a lot of stuff this month?*
3. how often / shop / online _____ *How often do you shop online?*
4. save / money / to buy something _____ *Are you saving money to buy something?*
5. what / want / to buy / with your money _____ *What do you want to buy with your money?*
6. what / you / learn / about marketing / this semester _____
_____ *What are you learning about marketing this semester?*

A: *Do you enjoy shopping?*

B: *Sometimes. I like shopping for clothes, but I don't like shopping for groceries.*



PRONUNCIATION



PRONUNCIATION Aspirated /k/, /p/, and /t/

When the sounds /k/, /p/, or /t/ come at the beginning of a word or a stressed syllable, they are pronounced with an extra puff of air. We say they are aspirated.

/k^h/
en•cou•age
qual•ity

/p^h/
pur•pose
re•peat

/t^h/
pre•sen•ta•tion
ti•ger

When these sounds are not correctly aspirated, they can be confused with the sounds /b/, /d/, and /g/. The word will be harder to understand or confused with another word.

/k^h/ /g/
cap – gap

/p^h/ /b/
pig – big

/t^h/ /d/
ton – done

When an /s/ sound comes before the /p/, /t/, or /k/ sound, we do not aspirate the sound.


/k/
skill

/p/
ex•per•i•en•ces

/t/
store

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A Practice these words. Hold your hand in front of your mouth. Feel the extra puff of air on your hand when you say the second word in each pair. 

1. advertise—advertisement

2. open—opinion

3. gold—cold

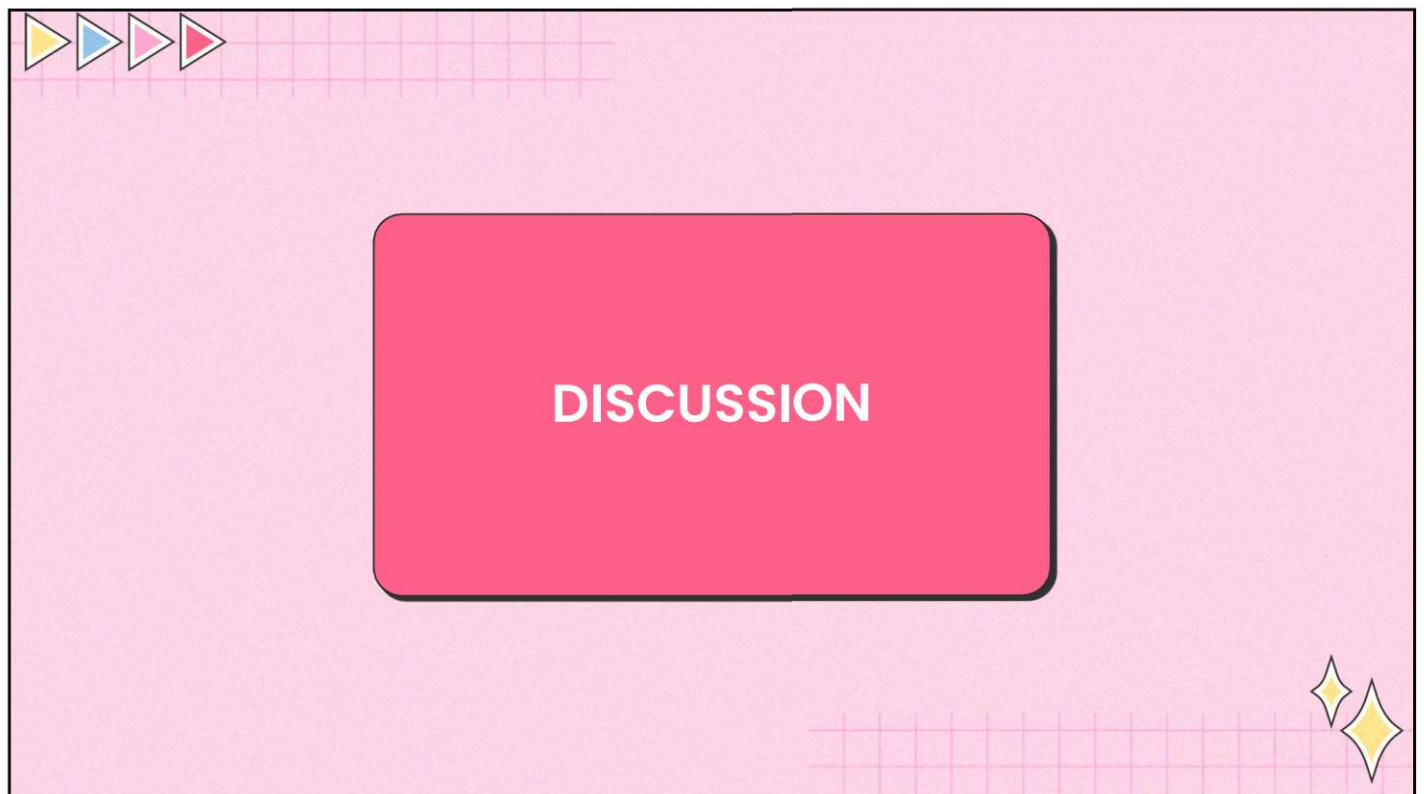
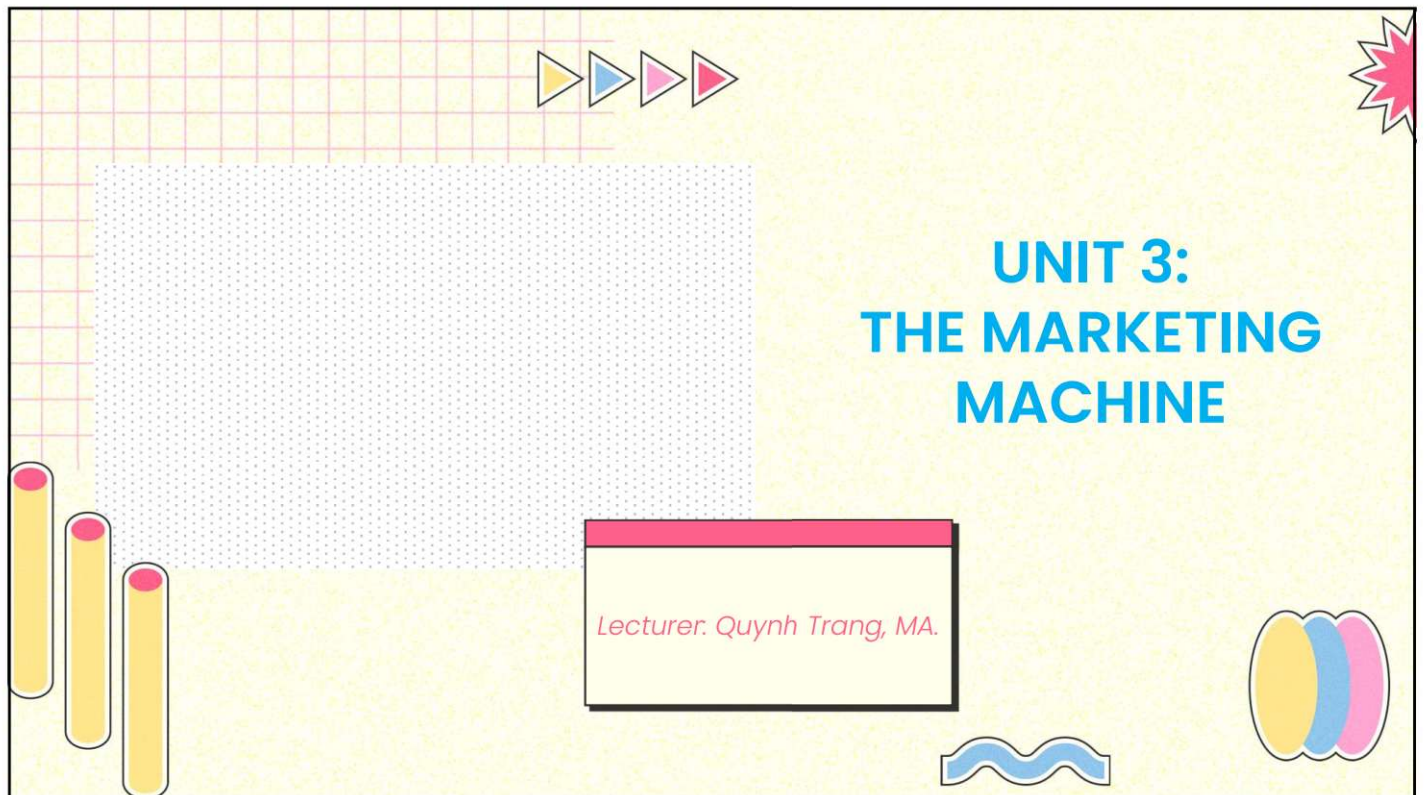


B Listen and practice. Which /k/, /p/, and /t/ sounds are aspirated? Mark the letters. 

- Mascots are ☐colorful ☐cartoon ☐characters.
- Information graphics are ☐popular in advertisements.
- The ☐company shared an important ☐post online.
- Let's ☐talk about the ☐problem with the marketing presentation.
- We want to ☐encourage ☐customers to buy the ☐product.



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Martin is the marketing manager of a telecommunications company. He is telling his colleagues about the marketing mix for a new product.

Listen and take notes on the four Ps.

- Product have everything you need to connect to the
Internet, fastest connection available, free webspace
and webpage design program, virus scanner
- Price not yet decided
- Placement cities across Europe, available within 48 hours
- Promotion ads on websites and in magazines

TELUNITE

PLANNING A MARKETING STRATEGY

Product

What are the important aspects of your product?
Why do people want to buy your product?

Price

What factors affect your price?

Placement

When and where is your product available to customers?

Promotion

List the ways in which you reach customers.
What are your contact points?



FINAL TASK



Describe an interesting advertisement you have seen

You should say:

- What the advertisement was for
- Where you saw it (TV, internet, etc.)
- What was special about it

And explain why you found it interesting



What the advertisement was for

01

What product or service was being advertised?

02

Who is the target audience for this advertisement?

03

What are the key features or benefits highlighted in the advertisement?

Lecturer: Quynh Trang, MA.



Where you saw it

01

Was it on TV, social media, a website, or another platform?

02

How did the medium affect your perception of the advertisement?

03

How did its appearance influence your initial reaction, such as being interrupted during a video or popping up unexpectedly?

Lecturer: Quynh Trang, MA.



What was special about it

01

What unique elements (visuals, music, storytelling) stood out to you?

02

Did it use humor, emotion, or surprise to capture attention?

03

How did the branding or messaging differ from typical advertisements in the same category?

Lecturer: Quynh Trang, MA.



explain why you found it interesting

01

What specific emotions or thoughts did the advertisement evoke? What personal connection or relevance did the advertisement have to your life, interests, or experiences?

02

How has the advertisement influenced your behavior, such as sharing it with others or considering a purchase?

03

Do you think this advertisement succeeded in capturing attention of its target audience?

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Do you like watching advertisements?

- Do you generally enjoy them or find them annoying?
- Are there specific types of ads (e.g., humorous, emotional) that you prefer over others?
- Does your enjoyment of ads change depending on the context (e.g., watching TV, browsing online)?
- Do you think advertisements provide valuable information about products or services?



Lecturer: Quynh Trang, MA.

Have you ever bought something after you saw an advertisement?

- What was a specific product that you bought after seeing it advertised?
- Did the style of the ad (humorous, emotional, informative), particular phrases or visuals play a role in your decision?
- Did it evoke any specific emotions that motivated you to buy? Did you conduct any additional research after seeing the advertisement?
- How did the ad compare to your expectations of the product once you purchased it?



Do you usually remember advertisements after you have seen them?

- Can you specify some advertisements that really stuck with you?
- What elements of the ads made them memorable (e.g., visuals, music, message)?
- How long do you typically remember an advertisement after seeing it?
- Do you remember ads that are more relevant to your interests or needs better than others?
- How does brand loyalty influence your recall of their advertisements?



Lecturer: Quynh Trang, MA.

Do you think we see too many advertisements?

- How often do you encounter advertisements throughout your day?
- In what contexts (e.g., social media, television, public spaces) do you see the most ads?
- Do you think that the high number of ads reduces their effectiveness?
- Do you feel overwhelmed by the volume of advertisements? Would you prefer fewer ads, even if it meant paying for content?



What do you usually do when an advertisement appears when you are watching TV or surfing the Internet?

- Do you usually stay to watch, or do you change the channel?
- Do you interact with ads on social media (e.g., liking, sharing, commenting)?
- Does your mood or the context in which you're watching (alone, with friends, during a break) influence how you react to ads?
- What characteristics of an ad make you more likely to watch it in full?



Lecturer: Quynh Trang, MA.