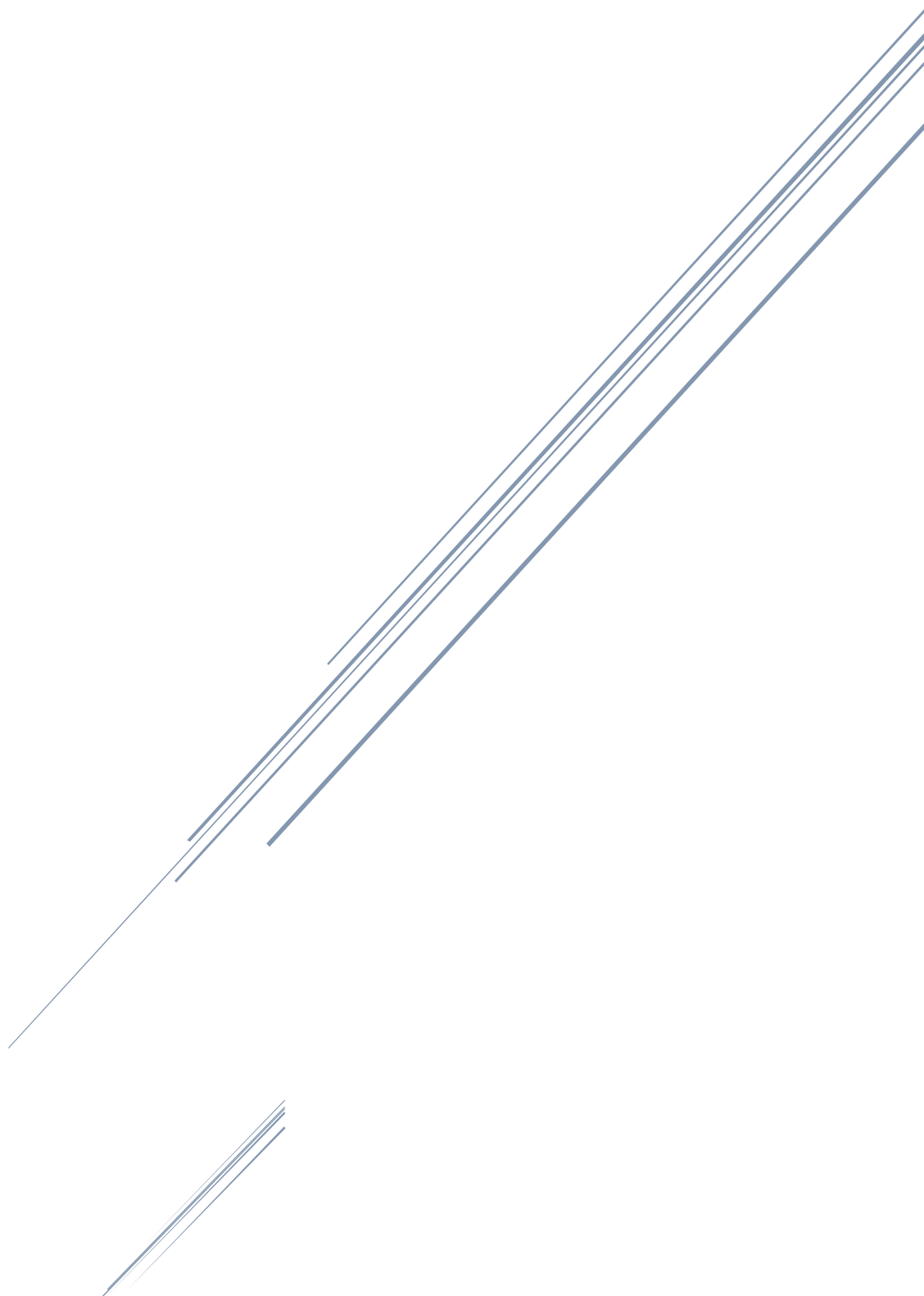


CONSUMER SOCIETY

SESSION 15

TOPICS

- Understanding advertisements
- Discussing precautions
- Describing trends





Input 15.1A

Advertisement messages



1. What message is given by all six ads?
2. What other message is in three of the ads?
3. Identify words in the ads that express these messages.



Input 15.1B

The right words

1 50% reduction

50%

-

Buy one get one

2 temporarily low prices

3 a present you don't have to pay for

Input 15.1C**Understanding ads**

1. Which ad do you think is offering the best deal?

2. How high do you think the chances are of winning the cruise?

3. How good are the kinds of free gifts you get with ads?

4. On the 'half-price fares' ad it says, 'See conditions below'. What does this mean?

Input 15.1D

Language summary

We use these words when we are discussing advertisements:

Advertisements are called **ads** for short.

The purpose of ads is to **advertise** products. They're for **advertising**.

Ads on the TV and on the radio are often called **commercials**.

Sometimes, stores have **sales**, when they sell things at lower prices for a short time.

If a price is reduced by 25%, the packaging will say **25% off**.

If a price is reduced by 50%, the packaging will often say **half-price** or **buy one and get one free**.

People who buy things are **customers**.

People who buy things and use them are called **consumers**.

Input 15.2A**Sales advisor****FROM SALESPERSON TO SALES ADVISOR. BUT HOW GOOD IS SALES ADVICE?**

"Salesperson" is an unloved job title. It has a pushy image. This stereotype may be unfair, but it explains why the title is going out of fashion. Today, increasingly, companies employ, not salespeople, but friendlier sounding "sales advisors" or "sales consultants". Sometimes, the word "sales" is removed altogether to give titles such as "customer advisor".

However, customers should be careful. It's important not to confuse advising and selling. Yes, "customer advisors" can offer valuable help with some things – for example, explaining technical information about products. But it's important to remember that they might not give the best buying advice. One reason is that sales staff sometimes earn higher commissions for selling some products and lower commissions for others (depending on how much profit the company makes on different items). So, they might just try to sell the product that will pay the highest commission, rather than the one that's best suited to the customer's needs. Therefore, take care. Think twice before accepting "customer advice". It's dangerous to see a commercial salesperson as an independent advisor. Make sure you remember who you're dealing with.

Answer these questions about the article

1. Why do some companies call their sales staff "sales advisors", "sales consultants" or "customer advisors"?

2. What example is given in the article of some useful advice that salespeople can offer customers?

3. According to the article, why don't salespeople always give customers the best buying advice?

4. What's the main piece of advice given by the article?

Input 15.2B**Language summary**

Use these phrases to advise people about precautions.

Be careful.

Take care.

Make sure you...

Make sure you don't...

It's important to...

It's important not to...

It's dangerous to...



Input 15.3A

Headlines

Work with your partner and underline the words that describe trends in these headlines.

Is the rise in food prices improving eating habits in cities?

HAS THE GROWTH OF UNLIMITED CALLS REDUCED THE AVERAGE PHONE BILL?

**IS THE RECENT DROP IN SALARIES DUE TO A FALL IN THE PROFITS OF
IT SERVICES?**

AS THE PRICE OF OIL INCREASES, SHOULD FUEL TAXES DECREASE?

Input 15.3B**Trends**

Use the words that you just discussed to fill the table below. Change the forms of the words where necessary. Sometimes, you don't need to change them.

1. decrease 2. drop 3. fall 4. growth 5. improve 6. increase 7. reduce 8. rise
--

- | | |
|------------|-----------|
| (1) d..... | a d..... |
| (2) d..... | a d..... |
| (3) f..... | a f..... |
| (4) g..... | g..... |
| (5) i..... | an i..... |
| (6) i..... | an i..... |
| (7) r..... | a r..... |
| (8) r..... | a r..... |

Input 15.3C

Language summary

We use these words to talk about positive and negative trends.

Positive changes:

rise

improve

grow

increase

Negative changes:

reduce

drop

fall

decrease