

Listening Script for TPO Test 5 Speaking Task 4

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Narrator

Now listen to part of a lecture on this topic in a marketing class.

Professor

Nowadays something you notice more and more is television commercials that are made specifically for certain television programs. So let's say a company wants to sell a telephone, a cell phone. Now during TV shows that young people watch, you know shows with pop music or teen serials, they create the commercial that emphasizes how fun the phone is. You know, the phone has bright colors and they show kids having a good time with their friends. And well the company wants the kids watching TV at this time to want to buy this phone, this phone that's made especially for them.

But the same company will make a different commercial to be shown during, say, a program about business or a business news show. Now for this group of people, business people, the company will have to show how efficient their phone is, how it can handle all business easily and maybe even save money. And here is the thing. It's basically the same phone. The company has just made two different commercials to appeal to different groups of people.