

# 7 The hard sell

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## ▶ Reading

### Vocabulary: Advertising and selling

#### 1 Which words or phrases in the box are the people referring to?

brand loyalty   celebrity endorsement   cold callers  
freebies   logo   marketing campaign   shift units  
shop around   the hard sell

- 1 You can't miss it on TV. There are adverts for the perfume at least five times an hour! It should do well.  
.....
- 2 It's easy to recognise and looks very good on T-shirts.  
.....
- 3 I nearly always buy the same make. Even though it's quite expensive, I know what I like.  
.....
- 4 My mum gets really angry with them – particularly if she's in the middle of cooking or something.  
.....
- 5 They were handing these out in front of the supermarket yesterday. I used one on my hair last night – and it's very good.  
.....
- 6 It was a good offer – two for one – but really, it's just to make space for new products.  
.....
- 7 Just because David Beckham wears them doesn't mean that I'm going to go out and buy a pair!  
.....
- 8 I hate it when someone stops me in the street and pushes very hard to make me buy what they're selling. Sometimes you just can't get away.  
.....
- 9 It's no good buying the first thing you see. You need to check out the prices in other stores before you buy it.  
.....

#### 2 Complete the sentences with the correct alternatives.

- 1 Salesmen often do/make cold calls in the evening when they know people are at home.
- 2 The company promoted/launched a new marketing campaign in April and since then the products have been selling very well.
- 3 Sometimes companies don't do a lot of advertising but just attract/appeal to people's brand loyalty.
- 4 By giving/handing away freebies advertisers hope to attract more custom for the product.
- 5 If a product isn't selling well, the advertisers sometimes invent/change the logo to make it more appealing.
- 6 In my experience people are often put off if salesmen make/give them the hard sell.

#### 3 Complete the sentences with the correct words.

- 1 There's no one .....-fire way of getting people to buy your products. It's a case of trying several different approaches.  
a certain      b sure      c definite
- 2 I bought this new bag in the sale at just a ..... of the original price.  
a percentage      b part      c fraction
- 3 Often when celebrities start wearing clothes by a particular designer, fashion-conscious young people ..... suit.  
a follow      b copy      c imitate
- 4 The new advertising campaign for the latest James Bond film has ..... a real buzz.  
a invented      b done      c created
- 5 I represent a software company and we recently set up a ..... at an international electronics exhibition.  
a stand      b shop      c model
- 6 Why are you extolling the ..... of the new yoghurts? Have you got shares in the company?  
a praises      b advantages      c virtues
- 7 Unfortunately the racing car crashed and pieces of metal hit .....  
a bystanders      b passers-by      c groups

## Reading

#### 4 What do you think the term *product placement* means?

.....

#### 5 Read the article on the next page quickly to find the following.

- 1 the name of another film Morgan Spurlock has made  
.....
- 2 when *The Greatest Movie Ever Sold* was released  
.....
- 3 the full title of this film .....  
.....
- 4 the number of companies that funded it .....  
.....
- 5 the percentage of people believed to avoid TV adverts  
.....
- 6 the name of a TV show .....  
.....
- 7 the most successful product placement brand  
.....
- 8 the number of placements in *Iron Man 2*  
.....

## Morgan Spurlock launches assault against onscreen product placement

**The maker of *Supersize Me* has targeted advertisers who are increasingly muscling in on films and TV shows**

He took on fast-food giant McDonald's in the documentary *Supersize Me*. Now hit film-maker Morgan Spurlock has a new target: the advertising industry.

Spurlock, whose cinéma-vérité style has made him one of the world's best-known documentary-makers, has decided to take on the increasingly active phenomenon of product placement, whereby advertisers pay to have products used in films and TV shows.

His film, called *The Greatest Movie Ever Sold*, was a smash at the Sundance festival and was released in the US in 2011. It follows Spurlock as he tries to get funding for his film from numerous corporations – an endeavour that results in a sort of exploration of the way advertisers have increasingly started to place their brands in films and television programmes.

'What I want to do is make a film about product placement, marketing and advertising where the entire film is funded by product placement, marketing and advertisement,' Spurlock explains in the movie. He managed to persuade 15 brands to stump up cash. Testament to his success, the film's full-length title is *POM Wonderful Presents The Greatest Movie Ever Sold*; a California-based pomegranate juice drink agreed a hefty sponsorship.

The film came out at a time when product placement was becoming increasingly controversial amid huge changes in the advertising industry. The rise of devices like Tivo – which allows people to record shows and skip adverts – and the increasing number of viewers who watch films and TV through the Internet has meant that fewer people are exposed to traditional advertising. One recent statistic estimated that perhaps 90% of prime-time TV viewers in the US aren't prepared to watch the adverts. 'People record shows or watch them online. I haven't watched a TV commercial in a long time,' said Jeff Greenfield, the publisher of *Product Placement News*.

That situation has placed huge pressure on advertisers to get their products in front of viewers' eyeballs in more subtle ways. TV's *American Idol* judges now sit with a popular soft drink in front of them. Car chases have the hero driving certain makes of vehicle. Actors wear clothes from particular fashion labels. Key scenes take place in well-known coffee stores. The product placement industry has become such a key part of entertainment that the BrandChannel blog dole out annual awards. In 2010 it proclaimed Apple the most successful product placement brand, noting that its products featured in 10 of the 33 number one box-office movies in the US that year. The film with the most placements was *Iron Man 2*, which notched an incredible 64.

The trend is now coming to Britain. Earlier this year an ITV show struck a deal with a coffee company to publicise its Dolce Gusto coffee-maker. Channel 4 is considering deals for a popular soap opera this summer.

Not surprisingly some – including Spurlock – have warned that the invasion of corporate interests and advertising is a threat to artistic integrity. 'If there is any idea that the placements are driving the movie, then it is in no one's best interests,' said Professor Herbert Rotfeld, a marketing expert at Auburn University in Alabama.

In the US, concerns have been raised about news shows that feature product placement. Cups of coffee from a famous fast-chain are put in front of presenters on some regional stations, raising a potential clash of interests if a story involves the



hamburger giant. But defenders of product placement insist that there is no problem. They point to a long tradition of Hollywood prop teams using certain products simply because it gives an air of reality.

Rotfeld believes critics of product placement underestimate how savvy viewers are. 'The power of product placement is overblown,' he said. 'Just because a lot of big companies spend lots of money doing something does not mean it is a good idea or that it works.'

### 6 Read the article again and answer the questions.

- 1 What is the movie about?  
.....
- 2 Why has Morgan Spurlock chosen this title for the film?  
.....
- 3 Why is product placement becoming more popular?  
.....
- 4 Why is product placement controversial?  
.....

### 7 Match the words and phrases from the article with their meanings.

- |                              |                        |
|------------------------------|------------------------|
| 1 take on                    | a come to an agreement |
| 2 stump up                   | b intelligent          |
| 3 hefty                      | c exaggerated          |
| 4 skip                       | d start a fight with   |
| 5 dole out                   | e provide (money)      |
| 6 strike a deal              | f give                 |
| 7 in no one's best interests | g avoid                |
| 8 savvy                      | h very big             |
| 9 overblown                  | i not good for anyone  |

### \*8 Read the last paragraph again. Do you agree with Rotfeld? Why?/Why not?

.....

.....

.....

.....

## The passive

- 1 Complete the sentences (1–5) with the correct verb forms in the box. Then match the sentences with correct descriptions (a–e).

being photographed    to be given  
has been set up    had    was given

- 1 My email system ..... to delete spam or junk mail.
- 2 The company ..... a warning by the trading standards agency for its new advert.
- 3 We ..... our company logo redesigned last year.
- 4 Most celebrities love ..... on any occasion!
- 5 Children want ..... sweets every time they're at the supermarket check-out.

- a a passive infinitive .....
- b a passive gerund .....
- c two objects in a sentence .....
- d an example of a verb in the present perfect passive .....
- e causative use of *have* .....

- 2 Complete the text with the passive forms of the verbs given.

Although TV commercials (1) ..... (now accept) as an inevitable part of our lives, questions (2) ..... (still ask) about the damaging effect of adverts that (3) ..... (broadcast) during children's TV programmes.

(4) It ..... (believe) that adverts for fast food can (5) ..... (blame) for the increase in obesity we are seeing these days. For several years, adverts for fast food and sweets (6) ..... (ban) in many countries during viewing times for the 4- to 9-year-olds but for many people this does not go far enough. They insist that the scheduling of adverts for young teenagers too should (7) ..... (more tightly control).

- 3 Rewrite each sentence in two ways using the passive.

- 1 The company has sent a lot of people invitations to the exhibition.  
a .....  
b .....
- 2 The students gave their teacher a present on her birthday.  
a .....  
b .....
- 3 They sold us fake perfume at the market.  
a .....  
b .....
- 4 The shop offered us a reduction if we paid in cash.  
a .....  
b .....

## Causatives

- 4 Complete the sentences with the correct forms of the verbs in the box and the words given.

do    landscape    manicure    service    style

- 1 Fancy ..... (hair) for free? We need models for our trainee hairdressers.
- 2 Why not ..... (garden)? We are experts and charge the lowest prices locally. Give us a call.
- 3 Don't forget ..... (car) regularly. Here at Winn's Garage we have some special summer offers on service rates.
- 4 ..... (someone else) the hard work! Sit back and relax while we cut your lawns and wash your car. No job too small.
- 5 You will never ..... (nails) more professionally than in our new salon in the High Street. Cut-price introductory sessions in May!

## Grammar extension

- \* 5 Find and correct any mistakes in the advertisement.

We are pleased to announce that the new shopping mall in Links Road will be open on Saturday 1 August by the Mayor of Hadford. At a ceremony last month the chief architect of the project was given to the award for best building design for this current year. When you enter the mall you will be amazed at the way the illusion of height and light is been created. On Saturday a group of politicians, local businessmen and investors will been given a tour of the mall in small groups before the mall is being opened to the general public. Final preparations are still been made in a few of the stores but it hopes that these will finish by Saturday morning and that the public will be given the opportunity to visit the full range of stores here. Free food and drink will provide in the Mall's central cafe and a magic show with clowns has arranged to entertain children. There will also be the chance to use a brand new service. Get done your shopping for you by one of our 'official shoppers'! Or take advantage of the special offers in the luxury beauty parlour on the second level and enjoy to be pampered for an afternoon! There is something for everyone at Links Mall, so come along on Saturday and find out what we can do for you.

- \* 6 You went to the opening of the mall on Saturday 1 August as part of the VIP group. Write a short report for your school website. Use passive forms as often as you can.

When we arrived, we were welcomed by .....

.....

.....

.....

.....

.....

## Word formation – revision and extension

- 1 Put the prefixes and suffixes into the correct columns. Then give an example for each.

al ant anti co cy dis er ful ible  
ic il im inter ion ir less ly ment  
multi or over post sub super

Prefix	Example	Suffix	Example
<i>anti</i>	<i>antisocial</i>	<i>ant</i>	<i>assistant</i>

- 2 Complete the table with the correct words. Sometimes more than one word may be possible.

Noun	Adjective(s)	Verb
fame		–
	creative	
	powerful	
office		
	ready	–
criticism/critique		
		collect
		imagine
	original	
likelihood		–
		modernise
		intensify

- 3 Use the correct forms of the words given to complete the text.

The recent (1) ..... (**WITHDRAW**) of an advertisement commissioned by a cosmetics company has reignited concerns over the (2) ..... (**DETRIMENT**) effects that air brushing photographs of models used in advertising can have on young people. The company in question had clearly enhanced the photographs of a famous actress, whose (3) ..... (**APPEAR**) in the photograph was much younger and slimmer than in real life. Apparently, the company did not believe that they had (4) ..... (**STEP**) the legal level of airbrushing that is permitted. However, this has become a very (5) ..... (**CONTROVERSY**) issue and psychologists insist that the (6) ..... (**ARTIFICIAL**) enhanced looks of famous celebrities is one of the main (7) ..... (**CONTRIBUTE**) factors in the increasing number of young people who suffer from eating (8) ..... (**ORDER**) today. Advertising watchdogs are becoming more alert to this particular problem and (9) ..... (**FORTUNE**) for the cosmetics company, they (10) ..... (**HOLD**) the decision. Advertisers will need to control the creativity of their (11) ..... (**PHOTOGRAPH**) in the future!

## Vocabulary extension: verbs formed from adjectives

- 4 Tick (✓) the words that form verbs by adding *-en* and write the correct verb form (some words require additional changes).

bright .....	long .....	soft .....
cheap .....	loose .....	strong .....
dark .....	narrow .....	sweet .....
deaf .....	red .....	thin .....
deep .....	sad .....	tight .....
flat .....	sharp .....	weak .....
hard .....	short .....	wide .....
high .....	smooth .....	worse .....

- 5 Complete the sentences with the correct forms of verbs made from the adjectives in 4.

- The council will have to ..... the road at the bend because there have been a lot of accidents here.
- I've had a big lunch and I need to ..... these trousers.

- Eat a lot of fruit and vegetables to ..... your body's resistance to colds and flu.
- The noise from the explosion was very loud and it nearly ..... the people standing closest to it.
- The sky is ..... and that's a sign that the rain is on its way.
- The government is talking about ..... the school day, which will be good news for pupils!
- I accidentally sat on my mum's hat and ..... it!
- The line on the diagram is too short. It needs to be ..... by at least ten centimetres.

- \*6 Write example sentences of your own using some of the remaining verbs from 4.

.....

.....

.....

.....



## Collaborative tasks

- 1 Read the dialogue. Tick (✓) which of the mistakes (1–9) students made and give details of what they did wrong.

- A:** The Internet is very influential. Everybody uses it and nowadays it means that people can work from home a lot more than before. Also you can get the news very quickly because ...
- B:** People communicate much faster because of the Internet. It means you can keep in touch with a lot of friends – especially with social networking. People spend a lot of free time on the Internet. You don't have to go out to have fun. You can switch on your computer. There are lots of good games to play online with people – sometimes all over the world. It's also good for getting information quickly instead of using books because that can take a long time.
- A:** Mobile phones have an important influence on us and TV too.
- B:** This picture shows an advert on a big billboard. It's at the side of the road. I think it's for a new film.
- A:** No, you're wrong. It's for a TV programme. It's very colourful and interesting.
- B:** The Internet has the biggest impact on the world today. It's quite clear.

- 1 ☐ They didn't interact with each other. ....
- 2 ☐ They didn't understand the question. ....
- 3 ☐ Their answers were all too short and simple. ....
- 4 ☐ They didn't talk about enough pictures. ....
- 5 ☐ One interrupted the other. ....
- 6 ☐ One student talked too much. ....
- 7 ☐ One student was impolite. ....
- 8 ☐ They described one picture without answering the question. ....
- 9 ☐ They didn't discuss the final decision. ....

- 2 Complete the expressions with the words in the box.

afraid both completely go idea move  
same say saying shall time

- 1 ..... we start with this picture?
- 2 Let's ..... on to the picture ...
- 3 Sorry, could you ..... that again?
- 4 Yes, I ..... agree with you ...
- 5 I'm ..... I disagree ...
- 6 Do you think it's ..... we made a decision?
- 7 Which one would you ..... for?
- 8 That's a good ....., but I'm not sure ...
- 9 Sorry I interrupted ... you were ..... ...?
- 10 Do you feel the .....?
- 11 OK. So, we're ..... agreed?

- 3 Add the expressions in 2 to the correct boxes in the table. Then add one or two more items to each box.

<b>A Asking for your partner's opinion/comment</b>	1
<b>B Making suggestions</b>	
<b>C Agreeing/disagreeing with your partner</b>	
<b>D Partially agreeing/disagreeing with your partner</b>	
<b>E Asking for clarification</b>	

- \* 4 Look at the pictures in 5. Write down some vocabulary you could use when speaking about them.

Picture 1: .....

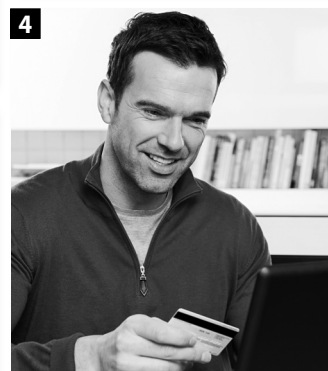
Picture 2: .....

Picture 3: .....

Picture 4: .....

- \* 5 Read the task and look at the pictures again. Write the students' discussion.

Here are some pictures showing people buying things in different places. First, talk to each other about the advantages and disadvantages of buying things in these places. Then decide which place offers the best value for money.



- A:** .....
- B:** .....
- A:** .....
- B:** .....
- A:** .....
- B:** .....

## A report



### Vocabulary: Describing clothes and fashions

1 Look at the picture. Complete the sentences with the correct words.

- 1 Tom was in casual clothes. He was wearing .....
- 2 Martine looked very sophisticated. She was wearing .....
- 3 Donny was smart. He was wearing .....
- 4 Kelly was a bit scruffy. She was wearing .....
- 5 Jacky's older sister looked a bit old-fashioned. She was wearing .....
- 6 Bess looked very trendy. She was wearing .....
- 7 As always, Katrina was chic. She was wearing .....
- 8 Mary came dressed in 80s style clothes. She was wearing .....
- 9 Helen's flowery top and striped trousers didn't ..... her.
- 10 Jason's jeans didn't ..... him because they looked much too tight!
- 11 And I definitely wouldn't be seen ..... in the baggy dress that Marie was wearing!

### Determiners and quantifiers

2 Complete the sentences with the correct alternatives.

- 1 Every/All person at the party brought a present.
- 2 None/No of Katy's family were there.
- 3 Most/More of the food was provided by a catering company.
- 4 Each/Every of the rooms had been decorated for the party.
- 5 None/No food was left at the end of the night.
- 6 A number/Most of guests arrived early.

3 Complete the expressions with the correct words.

Beginning the report:

- 1 The aim/..... of this report is to outline/describe/..... the findings ...
- 2 This report is intended .....
- 3 This report is based .....

Ending the report:

- 4 As I/we have ..... mentioned ...
- 5 My/Our main suggestion/..... is ...
- 6 Having taken everything into .....
- 7 ..... things considered ...
- 8 All ..... all ...
- 9 To sum ...../conclude ...

- 4 Read a report on a school charity event quickly to answer the questions.
- 1 What was the event? .....
  - 2 Who do you think asked for the report? Why? .....
  - 3 Are all the comments positive? .....
  - 4 What is the main recommendation? Why? .....



- 5 Read the report again and find an example of the following.
- 1 a passive form .....
  - 2 a phrase from exercise 3 .....
  - 3 a linker .....
  - 4 a determiner .....
  - 5 an example of formal use of vocabulary .....

The purpose of this report is to assess the success of the recent fashion show that was held at Barton Secondary School to raise money for charity and to advise whether a similar project should be organised next year.

**CHOICE OF EVENT**

The choice of event was excellent because it was interesting for all those involved in the planning and also for the people who came to see it. The display of trendy clothes given by students in the sixth form was well received by the audience and the raffle of one of the most popular outfits raised a large amount for charity.

**PROMOTION**

The event was fairly well publicised with posters and hand outs. However, advertising on local radio could have brought in more people. For some reason it was not put on the school website and this was a costly oversight.

**ORGANISATION**

In general, the organisation of the event was very good and all the models were well rehearsed. The evening ran efficiently with students clearly positioned to help people with parking and directing them through the school to the main hall. Refreshments had been arranged and were served by younger students from years 10 and 11. This was done quickly and no long queues formed. The event itself was presented by the head teacher and there were no pauses or problems.

**CONCLUSION**

All in all, the event was a great success and appreciated by everyone who was there. I would strongly recommend organising another fashion show next year. My main suggestion to improve attendance, apart from the previously mentioned lack of publicity, would be to invite a famous model to attend. This would ensure that people from outside our immediate area would come to the event and therefore more money would be donated to charity.

- \*6 Read this task and decide on how many sections you will need in the report and the key information you will include in them.
- Your local council wants to know whether to give planning permission for a new shopping centre in your town. It has asked you to write a report on current shopping facilities and to advise them on the need for a new centre. Your report should:*
- outline the current shopping facilities
  - describe which are the most popular shopping places for young people
  - recommend whether the new shopping centre should go ahead or not.

- \*7 Write a report. Check it to make sure you have used the correct style and appropriate section titles.

Handwriting practice area with horizontal lines for writing a report.