

0.5 Advertising

Grammar: Reported Speech

Vocabulary: Advertising

SHOW WHAT YOU KNOW

- 1 Match the words in box A with the words in box B to make a shopping list.

A a bottle of a box of a bunch of a can of
a jar of a packet of a pair of a tube of

B anti-ageing cream crisps energy drink
flowers trainers matches mouthwash
toothpaste

a bottle of mouthwash

- 2 In pairs, choose four products from Exercise 1 and decide why a consumer might complain about them.

This bottle of mouthwash is past its sell-by date.

- 3 Read the slogans in blue below and, in pairs, discuss whether you think they are believable. Then read the report and find out what other people thought.

Do products live up to their advertising claims?

I asked three people if they ever bought these products and whether they believed their claims. Here are their reactions.

- 1 This cream will make you look ten years younger!

One woman said that she'd started using anti-ageing cream a few months before, but she knew that it would require more than a cream to keep her young.



- 2 This chocolate spread is a healthy breakfast for children.

A mother said that her children loved chocolate spread. She said that she had hidden the jar away because it was full of sugar and fat. She asked me when they were going to invent healthy chocolate!



- 3 You can avoid colds and flu if you use our mouthwash every day.

One man I spoke to was a doctor. He told me that it was impossible for a mouthwash to prevent illness. He told me not to believe everything I read in adverts.



- 4 **CD-1.5 MP3-5** Look at the underlined words in the report. Complete these sentences from the reporter's notes with one word in each gap. Then listen and check.

- Questions: Do you ever buy these products? ____ you believe their claims?
- Woman: I ____ using anti-ageing cream a few months ____ but I know that it ____ require more than a cream to keep ____ young.
- Mother: ____ children ____ chocolate spread. I ____ hidden it away because it ____ full of sugar and fat. When ____ they going to invent healthy chocolate?
- Doctor: It' ____ impossible for a mouthwash to prevent illness. ____ believe everything you read in adverts.

- 5 Read REMEMBER THIS. Find at least one example for each rule in Exercises 3 and 4.

REMEMBER THIS

- Reporting statements = after he said/he told me, move 'one tense back'
- Reporting questions = after she asked me put the subject before the verb; don't use do/does/did; use if or whether for yes/no questions
- Reporting imperatives = use I asked/told him (not) to move/to sing/to go, etc.
- Other changes depending on the context = time and place words, pronouns and possessive adjectives

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- 6 Look at the cartoon. Why is the customer dissatisfied? Rewrite the sentences to report the situation.



These trainers aren't working. I haven't lost any weight. The shop assistant told me that I'd use more calories when I wore them. He said that was why they were so expensive.

- Customer: Do you remember me? I bought some trainers here last month.
She asked him if she remembered her. She said ...
- Customer: They're not working. Do I look any thinner? I'm not! I'm the same weight now as I was four weeks ago.
- Customer: You made false claims about the trainers. Don't offer me a replacement. I want a refund.
- Shop assistant: I can't refund you today because I need my manager's permission. Can you come back tomorrow?

The next day:

- Customer: How can I get a refund? These trainers haven't made me lose weight.
- Manager: Oh, I'm sorry. You have twenty-eight days to return purchases. From today, it's twenty-nine days since you bought them.

- 7 Think about things you have said to other people today. Write three sentences using said, told and asked.

I got up late so, I asked my mum if she could drive me to school.