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Student Book Answer Key

UNIT 1

1C BACKGROUND AND VOCABULARY

2, page 3

1. b 3. a 5. a 7. b 8. a
2. b 4. a 6. b 8. b 10. a

LISTEN FOR MAIN IDEAS, page 4

1. b 2. a 3. c 4. c

LISTEN FOR DETAILS, pages 4-6

Last Week (informational speech)

—give consumers information about a product

e.g. price, benefits, quality

This Week (emotional speech)

—feelings

—positive (happiness, love) or negative (fear, embarrassment)

—correct, effective technique

—feelings often make the sale not rationalization

Most common appeal = humor

e.g. Dodge (bright—dog food)

—funny voices, sound effects

—not much information about the product

Effective

1. "Top good" factor = gives us a positive feeling about the product

2B LISTENING TWO, page 6

Answers may vary. Suggested answers:

Ad	Product	Emotional Appeal	Visual Effects
1. The Runner	car security system	fear	scary music, window breaking, car starting and driving away, police radio car starting and firing
2. Jerry Berry	beach resort	dream	scenic shots, music, typing on computer screen, drinking champagne in sunset
3. What's Bright	soak tub	endorsement	celebrity and adult voices

STEP 1: Organizer, page 7

Answers may vary. Suggested answers:

Key Ideas	Phrasing	Example Ads
Informational appeal	gives information to	The Runner

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