



普通高等教育大学英语系列教材

INNOVATION COLLEGE ENGLISH

创新大学英语

视·听·说教程·教师用书·

A Viewing, Listening and Speaking Course

3

总主编◎王大伟

本册主编◎王大伟 张 薇



华东师范大学出版社



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总 主 编 王大伟
本册主编 王大伟 张 薇
项目编辑 李恒平 姚 望
审读编辑 汤 映
责任校对 吕传振
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出版说明

为了满足高等院校大学英语教学改革的需要,我们专门组织编写了这套突出实用性、应用性的教材,供高等学校非英语专业本科生及同等程度的学习者使用。

随着全球化的日益发展,国际间的政治、经济、商业和文化交流活动越来越频繁,社会需要既掌握专业技能又懂外语的人才。新时代的大学生必须在学好本专业知识的同时,提高外语水平和实际运用能力,这样才能在激烈的竞争中站稳脚跟。因此我们所编的这套大学英语教材,既包含当前教学所需的最新、实用的内容,又融入新的教学理念和教学方法,以期从容应对日益增长的社会需求。

本套教材的编写十分注重构建真实的交际语境,以学生的需要为中心而设计,强调实用性,即为学生设计贴近实际应用的交际任务,通过互动练习,激发、鼓励学生的自主思考。本教材还通过设置目标、设置问题,让学生在达成目标、解决问题的过程中,以积极主动的态度来达到最佳的学习效果。此外,还特别针对学生的实际需求,设计了不少生动有趣的模块。这些设计都是为了便于学生理解、掌握和运用语言知识。

本系列教材邀请来自各高等院校的外语专家组成编写委员会。为了编好这套教材,我们曾多次召开编写会议。北京外国语大学、上海外国语大学、广东外语外贸大学、华中科技大学、华东师范大学、北京交通大学、华南理工大学、华东理工大学、东南大学、四川外国语学院、湖南师范大学、中南财经政法大学、上海理工大学、浙江工商大学、曲阜师范大学、扬州大学、上海海事大学、上海师范大学、北京第二外国语学院、三峡大学、北京师范大学珠海分校、九江学院、黄山学院、安阳师范学院、黄冈师范学院、合肥学院、嘉兴学院等高校的英语教育专家和一线教师,对教材的编写工作提出了宝贵的意见,在此谨表示衷心的感谢。

最后,我们希望本教材能为我国大学英语教学改革和创新作出一点贡献,同时真诚地希望英语教学专家、学者、大学英语教学一线教师以及广大读者对本套教材提出宝贵意见,以便不断改进,精益求精。

华东师范大学出版社
2009年6月

前 言

《创新大学英语视听说教程》第一至四册为公共英语教材,供非英语专业本科学生使用,也可供程度相当的自学者使用。

强化英语听说能力是大学英语教学改革的重要方向之一。但由于学生入学时英语水平程度差异较大,不少大学英语听说教材在普通本科院校中使用起来普遍偏难,教师授课困难较大。针对这些状况,我们编写本系列教材,希望能对解决这些问题作出我们微薄的贡献。

本教程以普通本科院校学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知中学大纲中的大部分英语单词,并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生在英语语言知识和语言的实际运用能力方面,可以达到大学英语六级的水平;中等水平的学生能够达到大学英语四级水平,能够在工作中运用英语进行与工作相关的交际。

教材的质量关系到国家人才的培养。为了编写出高质量的教材,本教程编写者怀着强烈的质量意识,踏踏实实、一丝不苟地工作,在整体编写中遵循如下理念:

丰富而实用的选材。本教程的所有主题贴近生活与工作实际,视角触及面广,关注实用性。

精心而系统的练习。练习设计的重要性不亚于课文。丰富多样的练习活动能体现各种技能训练的要求,可为学生提供更多提高听、说等各项技能的机会,极大地增强学生学习语言的兴趣。

结构清晰,易于教学。教程形式活泼多样,与众不同,图文并茂,互动性强。每册教材的侧重点不同,但注意系统性和独立性的有机结合。本系列教程可成套使用,亦可根据使用者的实际情况选择使用。

本教程共分4册,即每学期一册。每课授课时间可根据教学对象的水平和课程总体安排等情况,由教师酌定。本教程与读写译教程(1—4)配合使用可获得更理想的教学效果,读写译教程以课文为中心,由浅入深,循序渐进,进行语法、词汇等基础知识的综合教学;对学生的读、写、译等基本技能进行全面的训练,培养学生准确运用所学知识进行语言交际的能力。

最后,本教程在编写过程中得到多位英语教学界专家的支持,在此一并对他们表示衷心的感谢。

大学英语系列教材编委会
2009年6月

编者说明

一、教材特点

本教程注重实用性,注重口语练习,对话多于短文,有利于学生发展具有交际意义的听说能力;包括大量实用性材料,以及当今热点话题,对学生今后工作岗位上使用英语帮助较大;严格控制课文中的语言难度,绝大部分词汇是大纲内的词汇(只有少量热点新词汇和专用名词超纲),这有利于提高英语学习的效率。此外,我们还大量使用图片,提供英语笑话,增大学习的趣味性,以适应当代大学生的认知习惯。

二、教材内容与结构

1. 每个单元的视听说对话、短文(以及配套的《读写译教程》中的课文)都围绕同一话题而且内容各不相同,便于学生不断深入学习。

2. 教材含有很多实用性、应用性的材料,能让学生学以致用,在现实社会中有实用价值。具体来说,本教程的第一、二册中大约有一半的话题属于实用性的话题,三、四册的大部分话题属于实用性的话题。

3. 本教程不但包括商务英语中的一些话题(如买卖、广告、公司运作等),还注意内容的新颖性,例如第二册 Unit 1 介绍 Facebook、iPod,第三册 Unit 7 介绍美国次级贷款危机等新鲜内容以增强教材的时代感,贴近 90 后青年学生的兴趣爱好及生活;也注意当今中国社会的热点问题,如房地产、新型小汽车(如多功能运动车 SUV)等。将炒房地产、炒股票等热点话题编成对话,并配有视频。相关研究显示,如果学生对某一话题很感兴趣,他们参与会话的积极性就会大大提高。

4. 大学英语教学改革的方向是要加强听力,以听力为突破口,发展听说能力和运用语言的综合能力。换言之,应用能力不仅要体现在文章的内容方面,还要体现在听说的语言技能方面。根据这一思路,本教程的前两册安排了 5 个短对话、3 个长对话、2 篇听力短文。对话多于短文,以充分体现口语特征。第三、四册安排 3 个长对话和 3 篇听力短文,其中包括讲座、新闻报导、访谈等内容。

5. 教材中对话质量较高,含有典型的口语表达法,适合学生模仿学习。

6. 在大部分单元的听力短文中安排一个与该单元话题相关的短笑话,以活跃课堂气氛。

7. 视频中的演员来自美国、英国、加拿大、澳大利亚、新西兰,以便学生熟悉不同的口音。

三、练习题的编写

1. 练习形式多样化,难度逐步加大。例如,第一、二册的填空题多为简单的机械填空,三、四册则以改编过的灵活填空题为主。

2. 训练效果好,包含大学英语四、六级考试的题型。

3. 有些练习题形式力求有所创新。例如导入部分(Lead-in)含有大量图片,并配以十分简单的练习,比较适合英语表达能力还不是很强的学生进行简单的口语练习。教程第一至四册每课都配有与主题相关的图片。图片之后提供六条相关的信息,让学生在摄

入这些信息后,更好地用英语表达自己的思想。本教程提供充足的信息,便于学生打开思路,言之有物。

4. 为了解决学生在听说课后不能灵活运用并内化为积累或成就感,我们在每段视频对话后面提供了替换短语或替换表达,使学生在英语语言方面能有扎扎实实的收获。

5. 对听说材料(对话与短文)进行了反复修改加工,尽可能适合学生实际水平。口语问题设计注重简单可行,基础差的学生也能开口。

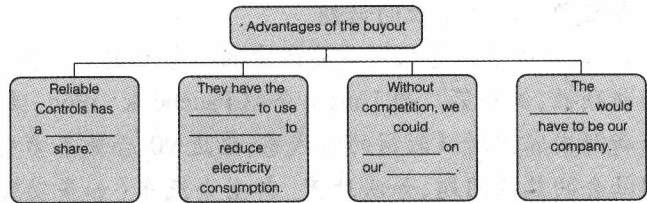
6. 第3、4册内容形式更加丰富。例如,(1)大量增加了语篇结构的听力练习,运用信息结构理论、信息转换理论,将对话与短文的主要内容总结成图表的形式,培养学生的综合分析能力,帮助他们更清晰地掌握整个对话或短文的语义结构。本书在这方面的练习大大多于同类教材。(2)添加了更多中国元素,以激发学生开展口语活动的兴趣。见以下两例:

王大伟
2009年6月

语篇结构与图表总结

增加中国元素,调动学生开口的积极性

B. Listen to the conversation again and complete the blanks in the flow chart.



C. Pair work: Work with your partner to discuss the questions.

I'd like to save room for dumplings.
I hope to save some space for dumplings.
I need some room for dumplings.

E. Pair/Group work: Work with your partner(s) to order dishes according to the following situations:

- Suppose you are treating a foreign exchange student to a Chinese dinner. Select six dishes from the menu. Briefly give reasons (such as price, taste and unique Chinese cuisine) for your choices.

MENU			
Smoked fish	yuan	Fish fillet in chili sauce	20
熏鱼	10	麻辣鱼块	20
Tender boiled chicken with soy sauce	10	Fish slices in vinegar sauce	20
白切鸡	10	醋熘鱼片	20
Spiced duck	15	Mandarin fish in chili sauce	30
五香鸭	15	豆瓣鱼	30
Sweet-and-sour spare ribs	15	Sea cucumbers in brown sauce	40
糖醋小排	15	红裙海参	40
Braised pork joints	15	Shark's fin in brown sauce	50
红烧蹄子	15	红烧鱼翅	50
Stewed beef	20	Fried pork shreds with green pepper	15
红焖牛肉	20	青椒炒肉丝	15
Instant boiled mutton	20	Home-cooked bean curd	15
涮羊肉	20	家常豆腐	15
Beijing Roast Duck	30	Assorted vegetarian delicacies	15
北京烤鸭	30	素什锦	15
Diced chicken with peanuts in chili sauce	15	Green cabbage in oyster sauce	10
宫保鸡丁	15	蒜泥空心菜	10
Sliced chicken in egg white	15	Sichuan-style eggplant	10
宫保鸡片	15	鱼香茄子	10
Fried pork and egg	15	Soup of three delicacies	15
炒米粉	15	三鲜汤	15
Scrambled egg	10	Sour-and-hot soup	10
炒鸡蛋	10	酸辣汤	10

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partner.

World Tips
company

Contents

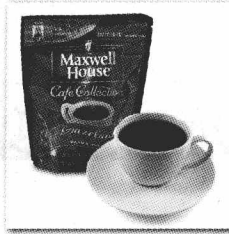
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Unit 1 Advertisement

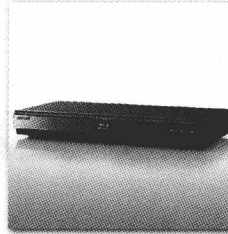
Lead-in

A. Match the commercial slogans to the pictures. Then answer the questions.

- A. Connecting people.
- B. Just do it.
- C. We lead. Others copy.
- D. Time always follows me.
- E. The new digital era.
- F. Grace... space... pace.
- G. Good to the last drop.
- H. We take the world's greatest pictures.
- I. Quality never goes out of style.



1



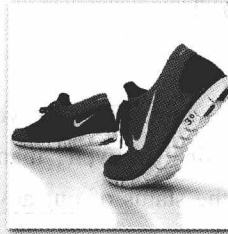
2



3



4



5



6



7



8



9

1. G (Maxwell House) 2. E (Sony) 3. D (Rossini) 4. A (Nokia) 5. B (Nike)
6. C (Ricoh) 7. I (Levi's) 8. H (Nikon) 9. F (Jaguar)

B. Six people are talking about advertisements. Listen and fill in the blanks with the missing words. Then discuss the questions.

Opinions on Ads

1. Nowadays, we can see many advertisements. Some people say they're just a waste. However, sometimes I like to watch just the ads. They are so funny.

2. Some commercials are created so professionally that they become a piece of TV art. Unfortunately, that is a rare situation.
3. It is not the ad itself that is annoying; it's the frequency of the ads.
4. Commercials are an important part of the TV business. As I understand it, TV survives thanks to advertising.
5. I think that we are bombarded with too many ads, especially on TV. When you want to watch a movie, you are interrupted every five minutes. It is so boring.
6. In my opinion, advertisements are part of our economic system. We can't do without them. Commercials can inform you of a new product which you wouldn't know about otherwise.

Part 1 Viewing, Listening and Speaking

Conversation 1

Script

Henry: Good morning, Laura. How are you today?

Laura: Good morning, sir. I'm well, thank you.

Henry: Great. What's the status of our advertising campaign?

Laura: As I mentioned before, a national campaign will start next month. We've decided to use a variety of media for full coverage.

Henry: What's the plan?

Laura: First, we'll have spots on television once a day for three weeks. At the same time, we'll do radio commercials three times a day in selected cities with large populations. Finally, we'll have some outdoor ads using billboards.

Henry: That's OK. But remember to use the billboards that are near the main entrances to big cities. And how long are those ads?

Laura: The radio commercial will be 15 seconds long, and the one for TV will be about half a minute.

Henry: What style will the ads be?

Laura: We'll show how convenient and efficient our software is. We'll also show everyone there're versions that will meet different needs.

Henry: Sounds like an ideal approach. Will we have a new slogan?

Laura: Definitely. The advertising agency's working on that right now. They'll have some proposals ready by the end of the week.

Henry: Sounds like we'll have a winner on our hands! It is great to have an assistant like you!

A. Watch the video clip and choose the best answer to each question you hear.

1. What are the two people talking about?
 - A) An efficient advertiser.
 - B) The results of advertising.
 - C) **Kinds of advertising.**
 - D) Interesting advertisements.
2. Which medium is NOT mentioned by the woman?
 - A) Television.
 - B) Radio.
 - C) Billboards.
 - D) **Newspapers.**
3. How long will the TV commercial be?
 - A) 5 seconds.
 - B) 15 seconds.
 - C) **30 seconds.**
 - D) one minute.
4. What seems to be the relationship between the man and the woman?
 - A) **Manager-employee.**
 - B) Customer-secretary.
 - C) Father-daughter.
 - D) Brother-sister.

B. Watch the video clip again and identify the main idea of the conversation by completing the blanks.

The company is to launch a national advertising campaign next month to promote sales of their software. A staff member Laura tells her superior Henry the various kinds of media she is going to use, which include spots on television, radio commercials, and billboards, which, according to Henry, should be placed near the main entrances to big cities. Laura also mentions the lengths for a radio commercial and a TV commercial. She intends to show that their software not only is convenient and efficient, but also will meet different needs. Henry is therefore confident that they will have a winner on their hands!

C. (Omitted)

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

(As an additional exercise after the students have ticked the expressions they heard and before they make a new conversation, the teacher can display the incomplete conversation in the courseware on the screen and give the students directions such as:

Directions: Look at the incomplete conversation on the screen and work in pairs to orally

complete the conversation using any of the substitution expressions.)

Substitution Expressions

How is our advertising campaign going?
What's the status of our advertising campaign?
 What's happening with our ad campaign?

a national campaign will start
 a nationwide movement will be launched
 a country-wide campaign kicks off

there will be television commercials
 television spots will be broadcast
we'll have spots on television

send out radio commercials
 broadcast radio spots
do radio commercials

outdoor ads will be featured on billboards
we'll have some outdoor ads using billboards
 billboards will feature some outdoor advertising

We'll show how convenient and efficient our software is.
 We'll demonstrate our software is very convenient and efficient.
 They'll show the convenience and efficiency of our software.

satisfy various needs
meet different needs
 fulfill a variety of requirements

Seems a perfect method.
Sounds like an ideal approach.
 Strikes one as the optimum technique.

we'll have a winner on our hands
 it'll be a sure thing
 we'll find nothing succeeds like success

E. (Omitted)

Conversation 2

Script

Jane: Have you ever noticed that these days you find all kinds of leaflets in your mailbox?

Susan: Yes. And catalogues, too.

Jane: I always wonder if it costs a lot to make them.

Susan: It does, actually. But by using this direct-mail advertising, the company can expect a high response rate, which is good for their products.

Jane: You see, there're also billboards, posters and neon signs everywhere. Most of them are really good.

Susan: We call it outdoor advertising. Actually, you just mentioned two ways of advertising in terms of medium.

Jane: Well, what other kinds of media are there?

Susan: Quite a few. For example, newspapers have always been an important advertising medium because they are closely related to people's lives.

Jane: I did know that. There's classified advertising such as "Help Wanted" and "Houses for Sale".

Susan: Yes. But that's just a part of it. Newspaper advertisements include printed inserts, display advertising and public notices.

Jane: That's amazing. I didn't know that.

Susan: Magazines can also be used as an ad medium. Advertisements in prestigious magazines can help the advertised products win a good reputation.

A. Watch the video clip and mark the statements you hear T (true) or F (false).

- 1. Direct mail advertisements are expensive, but the advertiser may get a lot of replies.
- 2. Neon signs attract more people than catalogues.
- 3. Newspapers are important for advertising because they are important in people's lives.
- 4. Ads in a prestigious magazine are often more effective than those in a newspaper.

B. Watch the video clip again and complete the table with the information you hear.

Advertising media	Examples	More details
Direct-mail advertising	leaflets	The company can expect a <u>high response rate</u> , which is good for their <u>products</u> .
	catalogues	
Outdoor advertising	billboards, <u>posters</u> and <u>neon signs</u>	Most of them are <u>really good</u> .
Other media	<u>newspapers</u>	There's classified advertising such as " <u>Help Wanted</u> " and " <u>Houses for Sale</u> ".
	<u>magazines</u>	Newspaper advertisements include <u>printed inserts</u> , <u>display advertising</u> and <u>public notices</u> .
		<u>Prestigious magazines</u> can help the advertised products <u>win a good reputation</u> .

C. (Omitted)

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

(As an additional exercise after the students have ticked the expressions they heard and before they make a new conversation, the teacher can display the incomplete conversation in the courseware on the screen and give the students directions such as:

Directions: Look at the incomplete conversation on the screen and work in pairs to orally complete the conversation using any of the substitution expressions.)

Substitution Expressions

you find all kinds of leaflets in your mailbox
there are various sorts of leaflets in your mail box
there's a variety of flyers in your post box

I don't know if it is expensive to produce them.
I always wonder if it costs a lot to make them.
I'd like to know the cost of turning them out.

there is usually a high rate of response
the company can expect a high response rate
a high response rate can be expected

two of the media modes
two styles of media
two ways of advertising in terms of medium

are there other forms of media?
what are the other types of media?
what other kinds of media are there?

they are closely related to people's lives
they have a close connection to our daily lives
they touch on our day-to-day existence

Products can enhance their prestige with advertising in top-ranked magazines.
There is prestige to be gained by advertising in high-quality magazines.
Advertisements in prestigious magazines can help the advertised products win a good reputation.

E. Debate

Topic: Are you for or against advertisements?

Procedure:

1. Students are divided into groups of four.

2. Within each group the students are divided into an affirmative and a negative team.
3. The two speakers of each team brainstorm to formulate their points of view.
4. The two teams have a debate.
5. One group is invited to debate in front of the class.

Directions: If the students don't have enough ideas, the teacher can display on the screen the following words and phrases concerned with the advantages and disadvantages of advertisements. Students may also add points of view to the lists.

Affirmative:

- Information about a product to facilitate buying
- Sales promotion
- Money for TV to help it survive
- Money to help many events (e. g. sports)
- Some TV commercials are interesting
- Some commercials are artistic

Negative:

- Wasting money and resources
- Encouraging unnecessary buying
- Frequent TV commercials interrupting a movie; annoying
- Ugly outdoor advertisements ruining the environment
- Poor people feeling bad if unable to buy the advertised product



Conversation 3: Additional Listening and Speaking

Script

Susan: Mom, I've heard the term "business advertising", but I'm not sure I understand what it means. Can you tell me something about it?

Nancy: Well, broadly speaking, it can mean any kind of ads concerning business.

Susan: In a narrow sense?

Nancy: In a narrow sense, it is a kind of ad classified by target audience.

Susan: That surprises me. What about the television, radio, newspaper, or magazine ads?

Nancy: They're also classified by target audience, but most of them are consumer advertisements.

Susan: Do you mean they are directed at the ultimate consumer?

Nancy: Yes! Or at the person who will buy the product for someone else.

Susan: I see. A commercial for dog food on the television is aimed at the purchaser, not the consumer of the product.

Nancy: Exactly, my dear. An advertisement for Coca-Cola may be aimed at both the purchaser and the consumer.

Susan: Well, it seems to me that "real" business advertising is invisible.

Nancy: That makes sense. The majority of advertising you see appears in mass consumer media. Business advertising, on the other hand, tends to be concentrated in specialized business publications or professional journals.

Susan: I see. Thanks, Mom.

A. Listen to the conversation and choose the best answer to each question you hear.

1. What does the mother say about "business advertising"?
 - A) It is usually published in a newspaper.
 - B) It is usually published in a popular magazine.
 - C) It is classified according to different types of audience.**
 - D) It is classified according to the sales volumes.
2. Which of the following is NOT mentioned in the conversation as a medium for advertising consumer products?
 - A) A professional journal.**
 - B) A newspaper.
 - C) Television.
 - D) A magazine.
3. When the daughter mentions a commercial for dog food, what does she think about it?
 - A) It targets at the consumer rather than the buyer.
 - B) It targets at the buyer rather than the consumer.**
 - C) It targets at both the consumer and the buyer.
 - D) It targets at neither the consumer nor the buyer.
4. Why does the mother give the example of "Coca-Cola"?
 - A) To give an example of business advertising.
 - B) To give an example of specialized advertising.
 - C) To give an example that is different from dog food.
 - D) To give an example that is the same as dog food.**

B. Listen to the conversation again and answer the questions by completing the blanks.

1. What does "business advertising" mean in the narrow sense?
— It means a kind of ad classified by target audience.
2. What is true of the television, radio, newspaper, or magazine ads?
— They're also classified by target audience, but most of them are consumer advertisements.
3. Why is the "real" business advertising invisible?
— Because business advertising tends to be concentrated in specialized business publications or professional journals.

C. (Omitted)

Part 2 Listening and Discussing

Passage 1

A. Compound Dictation

Advertising has become a specialized activity. In today's business world, (S1) supply is usually greater than demand. There is competition between manufacturers of the same kind of product to (S2) persuade customers to choose their brand. They always have to remind their customers (S3) of the name and qualities of their products by advertising. The (S4) manufacturer advertises in newspapers and on radio. He employs (S5) salesgirls to distribute samples of his product. He advertises on the Internet. He has advertisements (S6) inserted into television programs. Manufacturers often spend (S7) huge sums of money on advertising. The average cost of producing 30-second TV commercials is \$500,000. (S8) The cost of broadcasting it varies with the time and program. To place it on a popular program like American Idol will cost \$780,000. Thirty seconds on that great American football event, the Super Bowl, goes for \$2.5 million.

(S9) We buy a particular product because we think it is the best. We think so because the advertisements say so. People often don't ask themselves if the ads are telling the truth when they buy advertised products. Many shoppers depend on the Federal Trade Commission's laws against false advertising. They should exercise their own judgment as well. (S10) They should be prepared to decide whether an advertisement like this is true or not: "Today's delicious, pure Pepsi Cola — the wholesome, light refreshment."

Other possible answers for S8 – S10:

- (S8) The cost of broadcasting it changes according to the time and program.
- (S9) We buy certain products for we believe them to be the best.
- (S10) They ought to get ready to determine if such an advertisement is true or not.

B. (Omitted)

Passage 2

Script

(Male) **Correspondent**: Excuse me, I'm a correspondent with the Commercial Newspaper. Now I'd like to know your opinion on TV commercials and what kind of influence they have had on you?

Housewife: How have TV commercials influenced me? I think everybody is influenced by them, and I'm no exception. On every channel, we can watch the same commercial many times, and in the end, we begin to think about it. Is it good or bad? Is it cheap or