

Speaking Test 1

TOPIC: ADVERTISING

TASK 1: WARM-UP (1 minute)

TASK 2 (2 ½ minutes)

In this part of the speaking test, a picture and a short text related to it are used to introduce the topic. They are followed by a question to which you must respond.



“When a thing ceases to be a subject of controversy, it ceases to be a subject of interest.”

William Hazlitt

Question: In your opinion, should a picture depicting a world problem be used in an advertisement?

Consider the following points to help you develop your answer.
You will have 30 seconds to prepare your response.

- What the purpose of advertising is
- Why companies choose provocative advertisements
- Whether advertisements provide solutions to problems

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TASK 3 (4 minutes)

In this part of the speaking test, you will be asked to respond to questions about advertising. If you wish, you may use the points for each question to help you with your answer.

- 1 What advertising strategies are often used to appeal to potential customers? Why?
 - Idealized family situations
 - Fame and success
 - Physically attractive people
- 2 How do advertisers target teenage consumers?
 - Focusing on what appeals to teenagers
 - Introducing “cool” products
 - Promoting sense of belonging through a product
- 3 What rules or principles should advertisers comply with?
 - Respect for consumer
 - Obligation to inform
 - No misleading claims
- 4 In your opinion, what qualities are necessary for someone to become successful in the field of advertising?
 - Competitiveness
 - Creativity
 - Communication abilities
- 5 Public service advertising deals with environmental issues, health issues, social issues etc. In what ways is it beneficial?
 - Public interest message
 - Focus on raising awareness
 - A call for action
- 6 Some people believe that all cigarette advertisements should be banned. Do you agree?
 - Hazardous product
 - Misleading
 - Targeting young people

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TASK 4 (3 ½ minutes)

In this part of the speaking test, you will read a text that presents two sides of a controversial issue. Your task will be to argue in favor of one side. If you wish, you may use any of the points provided below to help you develop your argument.

You will have one minute to prepare your argument.

Issue: Toy and cereal advertisements are often linked to cartoons on television. Some parents feel that children should not be bombarded with advertisements for merchandise that they are then pressured to buy for their children. The advertisers claim that parents will buy their children these things anyway and that the advertisements are a way of showing children what choices they have in the market.

Question: What do you think?

Should advertising directed at children be allowed?

For:

ADS DIRECTED AT CHILDREN

- Children also consumers
- Children deserve choice
- Final decision on what to buy still with parents
- Cartoon broadcasting possible because of ad revenues

For:

NOT DIRECTING ADS AT CHILDREN

- Adverts sometimes misleading
- Children of poor families disadvantaged
- Parents, not children, make decisions
- Children too young to be subjected to consumerism