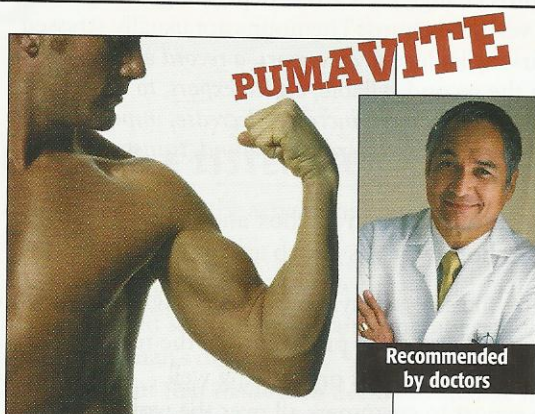


4 GRAMMAR clauses of contrast and purpose

- a Read the advert below. Would you try *Pumavite*? Why (not)?



'I slept my way to fitness'

**No exercise –
but now Simon has muscles
to die for!**

Simon Sloth had never been a great one for exercise. With three children and a busy job there was very little time for the gym.

But then Simon discovered **PUMAVITE** tablets, an exclusive product marketed by Cure Everything Pharmaceuticals. A three-month course of the tablets has transformed him!

'You take it at night,' explains Simon, 'and its special secret ingredient gets to work immediately.' **PUMAVITE** contains plant extracts from the Andes and complex vitamins. Together these produce exactly the same effect as a two-hour workout at the gym or swimming pool.

'**Pumavite** is absolutely fantastic and a miracle cure for people like me. It is guaranteed to work and is the best investment I have ever made,' says Simon.

'I slept my way to fitness!'

Only £500
for a three-month supply
Limited stocks –
offer closes
on March 31st!

From The Office of Fair Trading

- b Read the magazine article. Tick the 'tricks' that the *Pumavite* advert uses.

How advertisers win our hearts and minds... and get our money

There's no such thing as a free lunch

'Get a free camera when you subscribe to our magazine for two years.' There's something about the word 'free' that immediately attracts us – something for nothing – I want it! The idea makes us feel clever, as if we've got the better of the company. But that camera (which will probably break as soon as you get it out of the box) wasn't a gift at all. In spite of ¹ _____, its price was really included in the magazine subscription.

Buy now while stocks last!

'There are only a few left! And after they've been sold, there won't be any more available.' What happens when we read or hear these words? Even though ² _____, maybe don't even like them, we immediately want to be among the lucky few who have them. But no manufactured products are ever scarce. Do you really think the manufacturers of that 'limited edition' DVD couldn't produce a few more, if they thought they could sell them?

Just sign your name here – and give us your address

'Just fill in this form for ³ _____. Do you think manufacturers really want to spend their money on sending you a free brochure? It costs them to produce it and to mail it. In fact, these kinds of adverts are really produced so as to ⁴ _____. From then on, they will bombard you with more direct advertising, probably passing on your name and address to other companies too.

- c Read the article again with the glossary and complete it with the phrases below.

- A free information
- B the actress is holding the product in the photo
- C get us to believe it
- D get your personal details
- E we can't fail to get the message
- F demonstrate the amazing effects of their product
- G we don't really need the products
- H the advert saying it was free

- d Look at the eight phrases again, and the highlighted word(s) immediately before them. Which ones express a contrast? Which ones express a purpose?

- e p.144 Grammar Bank 7B. Read the rules and do the exercises.

5 SPEAKING

Everybody's doing it

And everybody can't be wrong, so the product must be fantastic. In order to ⁵ _____, they use expressions like, 'It's the new sensation sweeping the country', 'People just can't get enough of them', 'Record sales', 'Unbelievable response!' and combine this with a photograph of a large group of people, so that ⁶ _____. But don't be fooled. Even if it everybody is doing it (and they may not be), everybody can be wrong.

The camera never lies, or does it?

Adverts frequently use 'real people' to ⁷ _____ on our health or fitness. But of course the person in the advert or TV commercial is a gym-toned model!

Trust me I'm a doctor (or a celebrity)

If a celebrity is using the product, it must be fantastic. If a doctor recommends it, it must work. The bigger the authority, the more powerful the advertising message is. But be careful. Although ⁸ _____, do you really think she colours her hair with it at home? Do the authorities mentioned really exist? 'My dog biscuits are recommended by the International Association of Dog Nutritionists' (an organization I started last week). 'A recent study found that my lemonade tastes better than any other brand' (my mother liked it better).

Glossary

- subscribe** pay money regularly in order to receive sth
get the better of to defeat sb / sth or gain an advantage
available able to be bought or found
be scarce there is not much of it
bombard 'attack' sb with e.g. too many questions, too much information
be fooled be tricked

GET IT RIGHT stress in word families

- Underline the stressed syllable in this word family. Be careful – the stress is different on one of the words:
advertise advertisement / advert advertiser
- You can also use the abbreviation *ad* when talking about advertisements, and *commercial* to talk about an advertisement on TV or radio.

Talk in small groups.

- Are there any products that you have bought recently...
 a because of the adverts?
 b in spite of the adverts?
- Have you bought something recently which wasn't as good as the advertisement made you think?
- Are there any adverts which make you *not* want to ever buy the product? Why do they have this effect on you?
- Do you think people should be allowed to advertise the following? Why (not)?
 • alcoholic drinks
 • expensive children's toys
 • junk food
 • political parties
- How successful do you think the following forms of advertising are?
 • cold-calling
 • leaflets / brochures in your letter box
 • junk emails
 • website pop-ups
 • sports sponsorship
- Think of adverts which use the following to sell a product:
 • a celebrity
 • an authority (e.g. a doctor)
 • a good song
 • something free
 • humour
 • a good slogan
 • a story
 • animals or nature
- Which of the above marketing techniques might influence you to buy the product?

f Sentence race. Try to complete all the sentences in two minutes.

- The customer took the shoes back to the store to...
- Even though I was really late, my boss...
- She applied for a job with a company in London so that...
- He got promoted to branch manager despite...
- Most of the staff don't like the new MD, although...
- He left the company he used to work for in order to...
- Although Jim was the hardest worker in the company, ...
- In spite of a huge marketing campaign, ...
- I went to our head office in New York for...
- I think the advertising of cigarettes and alcohol should be banned, so as not to...



7 B

G clauses of contrast and purpose; *whatever, whenever, etc.*

V business and advertising

P changing stress in nouns and verbs

A test of honesty

1 READING & LISTENING

- a Look at the title of the article and the photos. Try to guess what the article is about.
- b Read *Honest workers or thieves?* and check. Then in pairs, cover the article and say what you can remember about...
- 1 Paul Feldman's original job.
 - 2 the incident that made him decide to change his job.
 - 3 how the 'bagel habit' started, and what it consisted of.
 - 4 why he started asking for money, and the proportion of people who paid.
 - 5 his friends' and family's reaction to his change of job.
 - 6 how his business progressed.
 - 7 the economic experiment he had (unintentionally) designed.
- c You are going to hear an American economist talking about Paul Feldman's experiment. Before you listen, in pairs, predict the answers to the questions.
- 1 What do you think the average payment rate was?
a 70–80% b 80–90% c 90–100%
 - 2 Were smaller offices more or less honest than big ones?
 - 3 How often has the cash box been stolen?
 - 4 Did people 'cheat' more during good or bad weather?
 - 5 Did people 'cheat' more or less before Christmas? Why?
 - 6 Who 'cheated' more, executives or lower status employees?

d **7.5** Listen and check your answers to c.

- e Listen again and choose a, b, or c.
- 1 More people paid in Feldman's own office...
a after he had caught somebody stealing.
b because he asked them personally for the money.
c because the workers were his colleagues.
 - 2 Feldman eventually stopped selling bagels to...
a a company where less than 80% paid for their bagels.
b a company where the money box got stolen.
c a company where less than 90% paid for their bagels.
 - 3 People are more honest in smaller companies because...
a they are more likely to get caught.
b they would be more embarrassed about being caught.
c there is more control from the management.
 - 4 People 'cheat' more...
a after a day off.
b before all public holidays.
c before some public holidays.
 - 5 Which of these people is most likely to pay?
a An employee who doesn't like his boss.
b An executive who is very popular with his staff.
c An employee who likes the company where he works.

Honest workers or thieves? Take the bagel test.

Once upon a time, Paul Feldman dreamed big dreams. Trained as an agricultural economist, he wanted to tackle world hunger. Instead, he took a job in Washington, analysing weapons expenditures for the US Navy. He held senior-level jobs and earned good money, but he wasn't fully engaged in his work. At the office Christmas party, colleagues would introduce him to their wives not as 'the head of the public research group' (which he was) but as 'the guy who brings in the bagels'.

The bagels had begun as a casual gesture: a boss treating his employees whenever they won a research contract. Then he made it a habit. Every Friday, he would bring in some bagels, a serrated knife, and cream cheese. When employees from neighbouring floors heard about the bagels, they wanted some too. Eventually he was bringing in 15 dozen bagels a week. In order to recoup his costs, he set out a cash basket and a sign with the suggested price. His collection rate was about 95 per cent; he attributed the underpayment to oversight, not fraud.

In 1984, when his research institute fell under new management, Feldman decided to quit his job and sell bagels. His economist friends thought he had lost his mind, but his wife supported him.

Driving around the office parks that encircle Washington, he solicited customers with a simple pitch: early in the morning, he would deliver some bagels and a cash basket to a company's snack room; he would return before lunch to pick up the money and the leftovers. Within a few years, Feldman was delivering 8,400 bagels a week to 140 companies and earning as much as he had made as a research analyst.

He had also, quite without meaning to, designed a beautiful economic experiment. By measuring the money collected against the bagels taken, he found it possible to tell, down to the penny, just how honest his customers were. Did they steal from him? If so, what were the characteristics of a company that stole versus a company that did not? In what circumstances did people tend to steal more, or less?