

## Advanced One - Unit Three - Listening

Some advertisements are effective in one language or country, but not in another. This can be because of cultural differences or translation problems.

**Listening tasks one:** these companies had advertising problems. Listen. What was the problem? What should they have done? Complete the sentences while you are listening.

Number one: China

This is funny what's that I'm reading this article about bad advertisements you know advertising mistakes yeah of course you know Pepsi Cola the soft drink company remember their old come alive commercials sure come alive with all those young people drinking Pepsi and suddenly being full of energy in life well when Pepsi was sold in China come alive was translated as Pepsi brings your ancestors back from the dead well I guess Pepsi brings your ancestors back from the dead is one way to come alive, but I don't think that's what they had in mind.

Number two: The Middle East

Here's one I wouldn't have thought of you know those before and after commercials for laundry soap the ones with a pile of dirty clothes on one side and then the same clothes after they've been washed sure there was an American company that had one of those ads it was really successful in North America in the ad there was a pile of dirty clothes on the left a box of the laundry soap in the middle and a pile of clean clothes on the right so the message was that a box of this detergent would make really dirty clothes clean yeah so what do you think happened when they used the ad in the Middle East I don't know think about it in the Middle East languages are written from right to left people look at things from right to left so it looked like the soap made the clothes dirty our soap will make your clothes dirty not a very smart ad campaign they should have changed the order of the pictures they should have put the picture of the clean clothes on the left side and the dirty clothes on the right really.

Number three: Mexico

Oh, here's another one some shirt maker put an ad in a Mexican magazine and well the ad was supposed to say when I wore this shirt I felt good, but they made a translation mistake what did they say instead of when I wore this shirt the ad



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said until I wore this shirt I felt good until I wore this shirt I felt good. G changing one little word gave it the opposite meaning.

Number four: Japan

The article says sometimes it's not just the advertising slogan that gets companies into trouble. Sometimes, the company name can scare off business. What do you mean? Well, there was a large oil company in the United States called ENCO, E N C O, yeah, I remember them. They opened some gas stations in Japan, and they advertised using their American name; unfortunately, they didn't know what the word means in Japanese what does it mean? ENCO is a short way of saying engine stop in Japanese great would you buy gasoline from a company that said your car engine would stop no, and neither did the Japanese.

**Listening task two: read these statements below listen again, then circle the best answer compare your answers with those of another student.**

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**Listen for the third time to make sure you understood everything.**

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## Advanced One - Unit Three - Mini Listening

**Listen to sales representatives describing new products. Are these products selling well? Complete the chart.**

Okay our new sub-zero sleeping bag here has a patented design, and it has revolutionary filling we've had it tested by hikers and campers in sub-zero temperatures, and they're not only happy with the warmth, but they're also very pleased with how light it is now our bags also take up less room than the bulkier heavier sleeping bags you used to so campers don't have to sacrifice any of their equipment we found that people who are new to hiking didn't like the term sub-zero because the idea of being outdoors when it's that cold is not very appealing so now we just emphasize how warm and lightweight it is and it's selling better than any other sleeping bag.

You know I first thought that this compact portable electronic dictionary was going to sell really well especially with the back-to-school market you know all school kids need to check a dictionary right well it just doesn't seem to be taking off I'm finding out that more and more kids these days have computers and you know the computers have software with dictionaries and most word processing programs have spellcheck then I thought okay there are still people who like to write the old-fashioned way with pen and paper well a high number of those people have told me that they still like the old-fashioned dictionaries too.

We sell this really neat remote control device that sends out a signal to start your car it even lets you heat it up before you have to go out that's a really great feature in the winter so often you know people complain about how long it takes to warm up the car, but people hate being cold, and they hate having to wait, even more, Fisk is Moe sells really well during the winter holidays.

**Now listen again and check your answers.**

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