

The Podcast – Marc

1 Match the words with their synonyms.

- | | |
|-------------|----------------|
| 1 funny | a impolite |
| 2 amazing | b humorous |
| 3 effective | c poor quality |
| 4 rude | d laugh |
| 5 rubbishy | e successful |
| 6 smirk | f incredible |
| 7 giggle | g smile |

Listen to the interview with Marc.

2 Put the following in the order that you hear Marc talk about them.

- | | |
|--------------------------|--------------------------|
| A German Language School | <input type="checkbox"/> |
| DailyMotion | <input type="checkbox"/> |
| Facebook | <input type="checkbox"/> |
| Microsoft | <input type="checkbox"/> |
| Susan Boyle | <input type="checkbox"/> |
| YouTube | <input type="checkbox"/> |

Listen again and complete the following.

3 Circle the correct information.

- 1 *Lots of / Only small / Only large* companies are spending money on viral video ads.
- 2 The rap song video is an advert about learning *German / English / French*.
- 3 Marc believes that viral videos *are / are not* the new spam.

4 Decide if the following are true (T) or false (F).

- 1 Marc doesn't think that Facebook is the ideal place for video adverts.
- 2 A friend in America first told Marc to watch the Susan Boyle video.
- 3 Two million people watched the video of Susan Boyle singing.

Discuss in pairs.

5 Which do you think is the most effective way to advertise a product in the 21st century?

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Teacher's Notes

1

1 b 2 f 3 e 4 a 5 c 6 g 7 d

2

3, 5, 4, 2, 6, 1

3

- 1 Lots of
- 2 English
- 3 are

4

- 1 true
- 2 false – an American friend in France
- 3 true

- 5 Ask students to consider different ways of advertising such as viral videos, text messages, pamphlets, newspapers, TV ads, radio commercials, posters on public transport, etc and decide which is the most successful. Ask the students if they ever buy a product after seeing or hearing an advertisement.

