

Speaking Sample Questions

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Advertisement

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Part One:

- What kind of advertisement do you like the most?
- Do you think there are too many advertisements? (in society/on TV/in magazines and newspapers/on the street)
- What are the various places where we see advertisements?
- Why do you think there are so many advertisements now?
- Are there many advertisements in your country?
- What types of products are advertised most often on TV?
- Do you think that people pay attention to adverts on TV? Why do you think that?
- How important are regulations on TV advertising?
- What kinds of advertisements do you find most interesting?
- Do advertisements influence your choice about what to buy?
- Have you ever bought anything after seeing (or hearing) an advertisement?
- Do you prefer advertisements on TV or those in magazines?
- What do you think is the purpose of advertisements (or, advertising)?
- Do you think advertising plays a very important role in today's world?
- What sorts of advertisements leave the deepest impression on people?



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Part Two:

Describe an interesting advertisement that you have seen. You should say:

- where you saw it
- what it was about
- why you think it was an interesting advertisement.

Describe an advertisement you like.

You should say:

- what type of advertisement it is
- what product it advertises
- where you first saw it

And explain why you think this advertisement is effective.



Model Answer for the SECOND CUE CARD.

There are several types of advertisements that we see daily on TV, billboards, through Internet, social networking sites, mobile applications, and mobile games. Many of them are very banal, full of marketing speech and kind of boring while others are average and their primary focus is to express the positive sides of a product to increase the sales. Finally quite few of them are creative, informative, humorous, fascinating and memorable.

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I usually do not like to watch advertisement between a movie/ TV programme and large commercial breaks are quite annoying to me. I personally think that the best way of advertising is using billboards, which can lead you to remember the brand name forever without actually annoying you.

Well, the best advertisement I have ever seen that I still like for its uniqueness was in a main road in the United Arab Emirates and I really liked the idea of this advertisement. One day while passing the main road a big billboard caught my eyes. It was designed to look like the filtration zone of a cigarette which is commonly known as the cigarette butt. The large billboard was quite different in shape and it presented the message 'Stop smoking even Marlboro' quite visibly.

I stole a glance at the billboard and thought about the message it conveyed. I actually did not think much and forgot about it. After an hour I found myself in front of a beach with a packet of Marlboro cigarette in my pocket. While I was lighting a cigarette, I was wondering why I bought a packet of Marlboro? It is usually not my brand? To my surprise I realized that the advertisement that I saw on the road had an immense effect on my psychology unconsciously. I was convinced that the billboard had forced me to buy that brand unconsciously. I think it was the first time I realized how advertisements can target people's unconscious mind. Technically speaking this is the moment I realized that the best way to influence people's buying behaviour is to use their unconscious mind instead of trying to deliver marketing speeches. When I thought more to analyze the billboard advertising and its effect on me, I realized that the advertiser tried to use reverse advertising techniques by delivering the message that Marlboro is less dangerous and smokers who wish to quit smoking should try this. Possibly all smokers- from light smokers to heavy ones, wish a day without smoking though many of them do not try hard. Then the billboard advertisement was pretending as if they were broadcasting an important public safety message. Moreover they used a fascinating design on the billboard that would actually grab anyone's attention. As you can see, they were quite successful as I still remember this advert very vividly and I like this advertisement due to the creative thinking of the maker.



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Part Three:

- Can you compare advertisements on TV and in magazines?
- Is the difference only in extent of the audience?
- Are their methods always ethical?
- Do you think the globalization of industry and commerce is a good thing?
- Do advertisements give correct information, or do they encourage people to buy things that they may not need?
- Do you think people take notice of advertisements on the internet?
- What is it that makes an advert effective?
- What are the advantages to companies of advertising on the Internet rather than TV?
- What things do advertising companies do that might give it a bad name?
- What are the differences between advertisements on TV and those in magazines?



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