


12.5 Video

Starbucks


- 1 Work with a partner. Follow the instructions below.

When you see the Starbucks logo, what do you think of? In one minute, list as many words and phrases as you can which you connect with this famous coffeehouse. Use the photos to help you.

- 2 Compare your list with another pair. Did you write any of the same words or phrases?

- 3  Watch the video. Use the words below to give a brief description of Starbucks to your partner.

the criticism a global brand the logo the philosophy
a slogan

- 4  Watch again. Add events to the timeline below to show the history of Starbucks through the decades.

1970 1980 1990 2000 2010 now

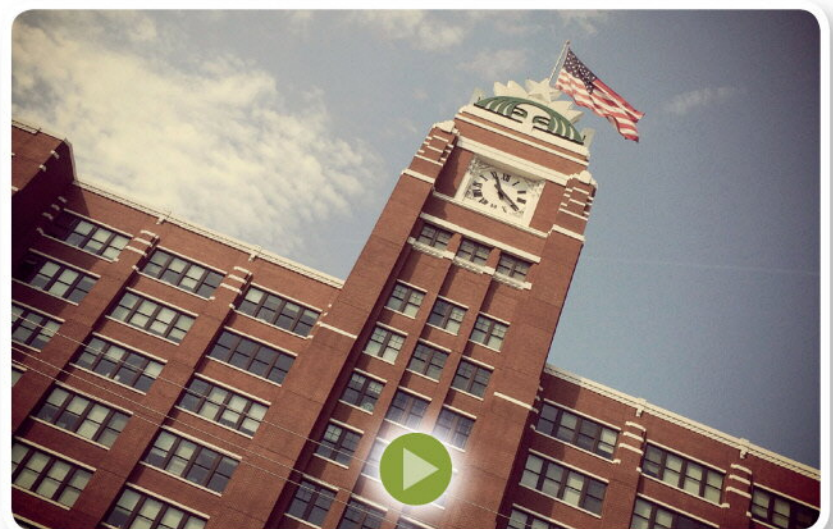
- 5a **TASK** Work in pairs. Student A, work with another Student A and read the situation.

You both own a busy family-run café in a medium-sized English town. Starbucks would like to open a new coffeehouse next door to your café. List 4–5 reasons why you are strongly against the idea.

Student B, work with another Student B and read the situation.

You both work for Starbucks in the business development department. You are planning to open a new coffeehouse in a medium-sized English town. List 4–5 reasons why you think a new coffeehouse in this town would be very successful, and why it would benefit the town.

- b Pair A, work with Pair B. Present your ideas to each other.
- c As a class, list the main points from both sides. Decide which side has the winning argument.



Review

1a Read the text and underline six words related to advertising.



A new way of seeing the world

Recently Google announced plans for a new advertising system using Google Glass. It is a kind of wearable computer which looks a little like a pair of glasses which allows you to google information on the go. Currently companies pay Google every time someone clicks their advert to find out more about their product. But in the future, it seems that just looking may be enough. Imagine you are walking down the street and glance at a billboard by the side of the road, or a poster at a bus stop. Google Glass will be able to tell exactly what your eyes are looking at and for how long. And there's more. It will probably also be able to measure how you feel about the brand. If you find something surprising, funny or interesting, the pupils in the middle of your eye get bigger, and Google will be able to track that as well. So they will be able to tell how effective the slogan or image actually is.

b Work with a partner and discuss the questions.

- 1 Do you or would you use Google Glass? Why/Why not?
- 2 How do you feel about advertisers knowing which ads you are looking at, or how you feel about them?
- 3 In what other ways do you think advertising might change in the future?

2a 12.8 Listen to some different opinions about adverts and match them to an adjective with a similar meaning.

amusing clever confusing memorable persuasive unpleasant

b 12.8 Work with a partner. Listen to the opinions again and report what each person said, using reported speech.

- | | |
|-----------------|---------|
| 1 He said _____ | 4 _____ |
| 2 _____ | 5 _____ |
| 3 _____ | 6 _____ |

3a 12.9 Listen to six questions and write them down.

- | | |
|---------|---------|
| 1 _____ | 4 _____ |
| 2 _____ | 5 _____ |
| 3 _____ | 6 _____ |

b Work with a partner. Ask and answer the questions in exercise 3a.

c Now write a short report of the questions you asked and the answers you received, using reported speech.

4a Match the two halves to make six phrases.

- | | |
|----------------------|--------------------------------|
| 1 bring people round | a objections |
| 2 get | b people over |
| 3 get people to | c your own way |
| 4 overcome | d other person's point of view |
| 5 understand the | e see things your way |
| 6 win | f to your way of thinking |

b Tell a partner about when and how you did one of these things.

5a Complete the phrases with the correct preposition.

- 1 I don't usually worry _____ ...
- 2 I find it hard to concentrate _____ work when ...
- 3 I'm pretty good _____ ...
- 4 I don't believe _____ ...
- 5 I often listen _____ ...
- 6 I'm very interested _____ ...

b Complete the sentences in exercise 5a in ways that are true for you. Tell a partner about your sentences.

6a Complete the conversation.

- A** Apparently the government is going to ban advertising for junk food during children's TV programmes. What's your opinion on that?
- B** I'm not sure ¹_____ that. I can't ²_____ thinking the government shouldn't be trying to control things like that.
- A** Well, I agree up to a ³_____, but children are so easily influenced, aren't they?
- C** My thoughts ⁴_____. Adults can decide for themselves, but it's different for children.
- B** I suppose ⁵_____.

b Work with a partner or in a small group. What do you think about banning the advertising of junk food during children's TV programmes?