

## **LPF Listening Exemplar**

### **Advertisements**

#### **Task Description**

In this listening activity, students listened to a conversation between Ben and May about some advertisements in a magazine. They then responded to questions related to the conversation.

#### **Preparation**

Before the listening activity, the teacher showed a sample advertisement and helped students revisit the features of this text type, e.g. the headings and the use of key words and short phrases to convey the message. The teacher also elicited students' personal experience of making cakes and models by asking the following questions:

- Do you know how to make cakes?
- How did you learn to make cakes?
- Can you make your own models?
- What kinds of models do you like to make? Why?

**Learning Outcomes: ATM 4**

**ATM 4**

**Understanding and inferring information, ideas and feelings in a small range of simple texts, using and integrating a small range of listening strategies as appropriate**

Ben and May are looking at some advertisements in a magazine. Listen to their conversation and tick the correct boxes.

1. Which shop will Ben and May go to?

<p><b>Magic Cake Shop</b> Learn to make tasty cakes by yourself at home</p> <p><i>Special teaching packs with decorations for your cakes!</i></p> <p>Shop D, Sky Tower, Mong Kok <input type="checkbox"/></p>	<p><b>Chan's Cake Club</b></p> <p>Make a special cake with decorations for your mum on Mother's Day or her birthday in just 45 minutes!</p> <p>Fee: \$200 each</p> <p><b>Come with your friend to enjoy a 30% discount!</b></p> <p>Shop H, Sky Tower, Mong Kok <input checked="" type="checkbox"/></p>
<p><b>Mrs Smith's Cake School</b></p> <p>Would you like to make a tasty cake for your mum on her birthday?</p> <p><i>Learn how to make decorations for your cakes in just 30 minutes!</i></p> <p>Fee: \$200 each</p> <p>Shop 201, Sunny Centre, Mong Kok <input type="checkbox"/></p>	

2. Which shop will they go to?

### Models World

Newly arrived model kits from  
*Japan and the USA!*  
Planes, boats, cars and many more!  
*Make your own models at home!*

**Join our club  
to share your models with  
over 100 collectors!**

**Fee: \$60 a month**

Room 1302, Sunny Tower, TST

### Fun Models Shop

Attention, model collectors!

**We sell cheap ready-made  
model cars, ships, planes  
and many more!**

**Prices: \$20 - \$100 each**

**Come and have a look!**

Shop B, Apple Centre, TST

### A B C Models Shop

Planes, boats, cars, spaceships  
and lots more!

*Get best-buy kits to make  
your own models at home!*

**Share your models  
with other members!**

**Join our club  
Just \$20 a month**

Room 802, Sunny Tower, TST

Questions	When students respond to the questions appropriately, they can:
1.	ATM 4 <ul style="list-style-type: none"> <li>• identify the main idea by using semantic clues, e.g. ‘... but I want to keep it a secret. It’s my mum’s birthday...’, ‘It’s cheaper if we go together.’</li> <li>• work out the meaning of ‘discount’ by using semantic clues, e.g. ‘It’s cheaper if we go together.’</li> </ul>
2.	ATM 4 <ul style="list-style-type: none"> <li>• identify the main idea by using semantic clues, e.g. ‘But I prefer making my own models.’, ‘The fee for this club is much cheaper. I’ll join this one instead.’</li> </ul>

## Tapescript

**Narrator:** *Ben and May are looking at some advertisements in a magazine. Listen to their conversation and tick the correct boxes.*

**Ben:** May, look at all these advertisements. I think we'll find something that we like.

**May:** My mum loves cakes. I want to learn how to make a pretty one for her.

**Ben:** Look at this advertisement about making cakes. It says '*decorations for your cakes*'. I'm sure you can make a very pretty cake. And you can do it together with your mum at home.

**May:** Yes, it sounds nice but I want to keep it a secret. It's my mum's birthday next Sunday.

**Ben:** Oh, I see. Let's find another advertisement then. Mm... How about this one? You can learn how to make a cake in less than an hour there. I think it's what you want.

**May:** Yes. How much does it cost?

**Ben:** \$200 for each lesson.

**May:** Wow! That's too expensive!

**Ben:** Mm... maybe this one then. It's cheaper if we go together.

**May:** OK.

**Narrator:** *Now answer Question 1.\* (5-second pause)*

**May:** Ben, you like model cars and planes, don't you?

**Ben:** Yes, I do.

**May:** Look at this advertisement. This shop sells different types of ready-made models like planes, cars and boats... and they're not expensive!

**Ben:** I know this shop. The shop owner is a famous model collector. But I prefer making my own models.

**May:** I see. How about this advertisement? You can join their club and show your models to other people.

**Ben:** That's a good idea. *(pause)* But wait, look at this one here. The fee for this club is much cheaper. I'll join this one instead.

**May:** You're right. Let's go there now!

**Narrator:** *Now answer Question 2.\* (5-second pause)*

**Narrator:** *That's the end of the listening task.*

(Materials adapted from **Longman Welcome to English, Listening Skills, 6A** with the permission of **Longman Hong Kong Education**)