



# I don't believe it!

<p>1 Everyone in class has their favorite toothpaste and won't buy any other brand.</p>					
<p>2 No one in class cares about what brand of soap they use.</p>					
<p>3 Most people in class think that designer labels on clothes are not important.</p>					
<p>4 Everyone thinks that NIKE is the best label for sneakers.</p>					
<p>5 Everyone is very careful about which brand of shampoo they use.</p>					
<p>6 Most people think they are not affected by advertisements.</p>					
<p>7 Everyone thinks that designer labels guarantee good quality.</p>					
<p>8 Most people think that laundry detergent advertisements are boring.</p>					

## Unit 12A



Teacher's Notes

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## Interaction

Whole class

## Aim

To practice asking questions.  
To practice sharing opinions.

## Time

15–20 minutes

## Skills

Speaking  
Listening

## Grammar and function

Question forms

## Vocabulary

Consumerism

## Preparation

Photocopy one worksheet for each student.

## Procedure

- 1 Write some useful vocabulary on the board, e.g. *ad/advertisement, advertise, advertising*. Ask students *Where do we find advertisements?* (radio, TV, posters etc.) Ask *Do you have a favorite advertisement?*
- 2 Explain that students are going to interview other students about their views on advertising and brand names.
- 3 Give each student a worksheet.
- 4 Give students five minutes to decide what questions they are going to ask to find out if the statements on the worksheet are true or not, e.g. *1 Do you have a favorite brand of toothpaste?*
- 5 Students interview five other class members and note their responses in the blank columns on the worksheet.
- 6 Students then work in groups of four or five and compare their findings.
- 7 Each group reports their conclusions to the class.

## Additional ideas

Have students work in groups and discuss the advantages and disadvantages of advertising. For example: *An advantage is that advertising tells us about new products that are available. A disadvantage is that we may buy things which we don't really need.*