

Open Forum 2

Web Site Worksheet

Chapter 9

Name: _____

Date: _____

1. Preparing to Listen

You are going to listen to a conversation about a certain type of advertising. Before you listen, think about the following questions.

What do you think is the most effective form of advertising?

What do you think is the least effective form of advertising?



2. Listening for Main Ideas

Read questions 1 and 2. Listen to the conversation. Then choose the correct answer for each question.

1. Where does Ads on the Move place advertisements?
 - a. on billboards
 - b. on cars
 - c. on busses
2. What is the main reason mentioned for why this method of advertisement is a good idea?
 - a. Consumers spend a lot of time on the road looking at other cars.
 - b. Other types of advertising are too expensive.
 - c. Traditional billboards are not allowed in some places.



3. Listening for More Detail

Read questions 3–10. Then listen to the conversation again and write *T* for true or *F* for false for each statement.

- _____ 3. The man claims he invented the idea of wrapping cars with advertisements.
- _____ 4. Many people claim to have invented this idea.
- _____ 5. People interested in having their cars wrapped must take a survey.
- _____ 6. Ads on the Move will pay car owners over \$300 a month to wrap their car.
- _____ 7. The cost of advertising on billboards is going up.
- _____ 8. Outdoor advertising is illegal in some cities.
- _____ 9. The woman is interested in having her car wrapped.
- _____ 10. The woman does not drive a car.