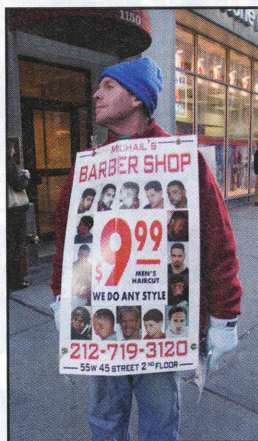


## Advertisements

How do advertisers sell their products?

Advertisements are everywhere! They are on television, on the radio, and in newspapers and magazines. Ads are also on billboards, on buses and trains, and even in movie theaters. People get advertisements in their mail. There are also a lot of advertisements on the Internet.

Advertisements are sometimes in unusual places—in elevators, on top of taxis, and in public bathrooms. People sometimes carry signs with ads on the street, and small airplanes sometimes carry signs in the sky. Advertisers are always looking for new places for their ads.



## FACT FILE

### Countries Where Advertisers Spend the Most Money

United States	Brazil
Japan	Italy
United Kingdom	Australia
Germany	Canada
France	Korea

## LISTENING

### And Now a Word From Our Sponsors!



- d ① Dazzle  
 ② Shiny-Time  
 ③ Energy Plus  
 ④ Lucky Lemon Drops  
 ⑤ K-9 Shine

- a. floor wax  
 b. dog shampoo  
 c. throat lozenges  
 d. toothpaste  
 e. vitamins

## BUILD YOUR VOCABULARY!

### Opposites



dark



light



fancy



plain



fast



slow



good



bad



heavy



light



high



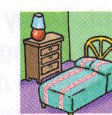
low



long



short



neat



messy



open



closed



wet



dry



## AROUND THE WORLD

### Shopping

People around the world buy things in different ways.



This person is shopping in a store.



These people are buying things at an outdoor market.



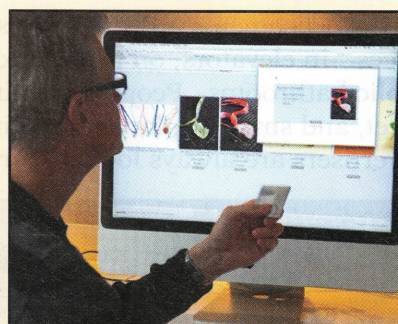
This person is ordering something from a catalog over the telephone.



This person is buying something from a home shopping channel on TV.



These people are looking for things at a yard sale.



This person is shopping on the Internet.

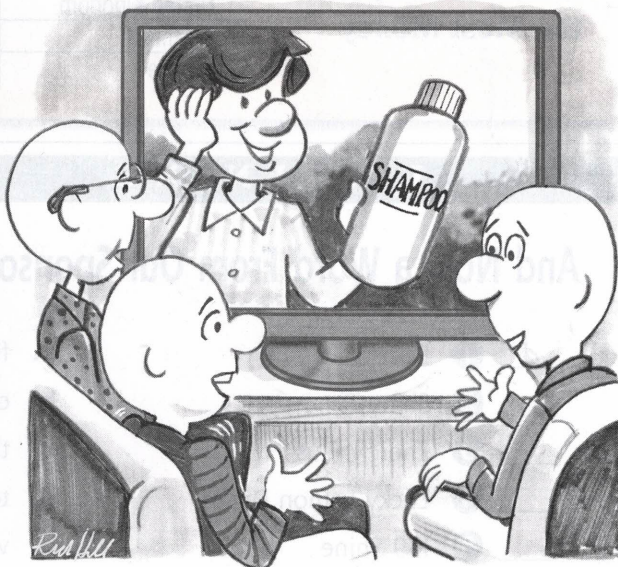
What are the ways people buy things in different countries you know?

Global Exchange

TedG: I had a very busy day today. I got up at 6:30, took a shower, ate breakfast, and went to school. In my English class this morning, I read a long story, and I wrote my autobiography. I didn't have time for lunch because I had to meet with my Spanish teacher. After I met with her, I went to math class. We had a big test today. It was very difficult! After school, I went to a basketball game. Then I went home, did some homework, had dinner, and did some more homework. How about you? What did you do today?

Send a message to a keypal. Tell about what you did today.

### What Are They Saying?





# SHOPPING with COUPONS

The Lopez family is at the supermarket. They're paying the cashier for their groceries. They have ten shopping bags of food for their family of five. The groceries they bought are expensive, but Ramona Lopez is smiling as she gives her money to the cashier. Why? Because she used coupons and saved more than \$70!

In fact, each month the Lopez family saves hundreds of dollars with coupons. Every week Ramona Lopez cuts coupons from the newspaper. Sometimes she buys several newspapers because each one has different coupons. She also looks on her computer and finds coupons on the Internet. There are some websites with hundreds of coupons. She only prints the coupons for grocery items she needs and puts those coupons in a special notebook.

According to Lopez, "There are coupons for everything! Just find coupons for your favorite products. You can spend a lot of money when you buy things you don't need. Before you go to the supermarket, make a grocery list and take coupons for just the items on your list."

According to some shoppers, a person can save 50% on groceries with coupons. And it takes only about 30 minutes a week. Here are some tips about coupons and smart grocery shopping.



- Know your favorite store. When does that store have newspaper coupons? What day of the week are different products on sale?
- Check supermarket advertising in the Sunday newspaper. There are usually a lot of coupons on Sunday.
- Find coupons on the Internet. Only print the ones you need.
- Look at prices in several stores. Buy some things in one store and other things in a different store. You can save money when you shop at several supermarkets.
- Use a shopping list, and don't buy things that aren't on your list!

Ramona Lopez has some important advice for shoppers: "Never shop when you're hungry. People always buy more groceries when they're hungry!"

1. Ramona Lopez finds coupons \_\_\_\_.

- (A) in stores
- (B) in shopping bags
- (C) in stores and in newspapers
- (D) in newspapers and on the Internet

2. Every month, the Lopez family saves \_\_\_\_ on groceries.

- (A) 50%
- (B) \$70.00
- (C) hundreds of dollars
- (D) \$100.00

3. According to the passage, shoppers should \_\_\_\_.

- (A) take all their coupons each time they go to the supermarket
- (B) make a list and take coupons for just those items
- (C) print all the coupons they find on the Internet
- (D) always shop in the same stores

4. There are usually a lot of coupons \_\_\_\_.

- (A) in Sunday newspapers
- (B) in notebooks
- (C) on shopping lists
- (D) in shopping bags

5. When shoppers are hungry, they \_\_\_\_.

- (A) buy only the food they need
- (B) forget their lists
- (C) don't use their coupons
- (D) buy more groceries

6. This passage is about \_\_\_\_.

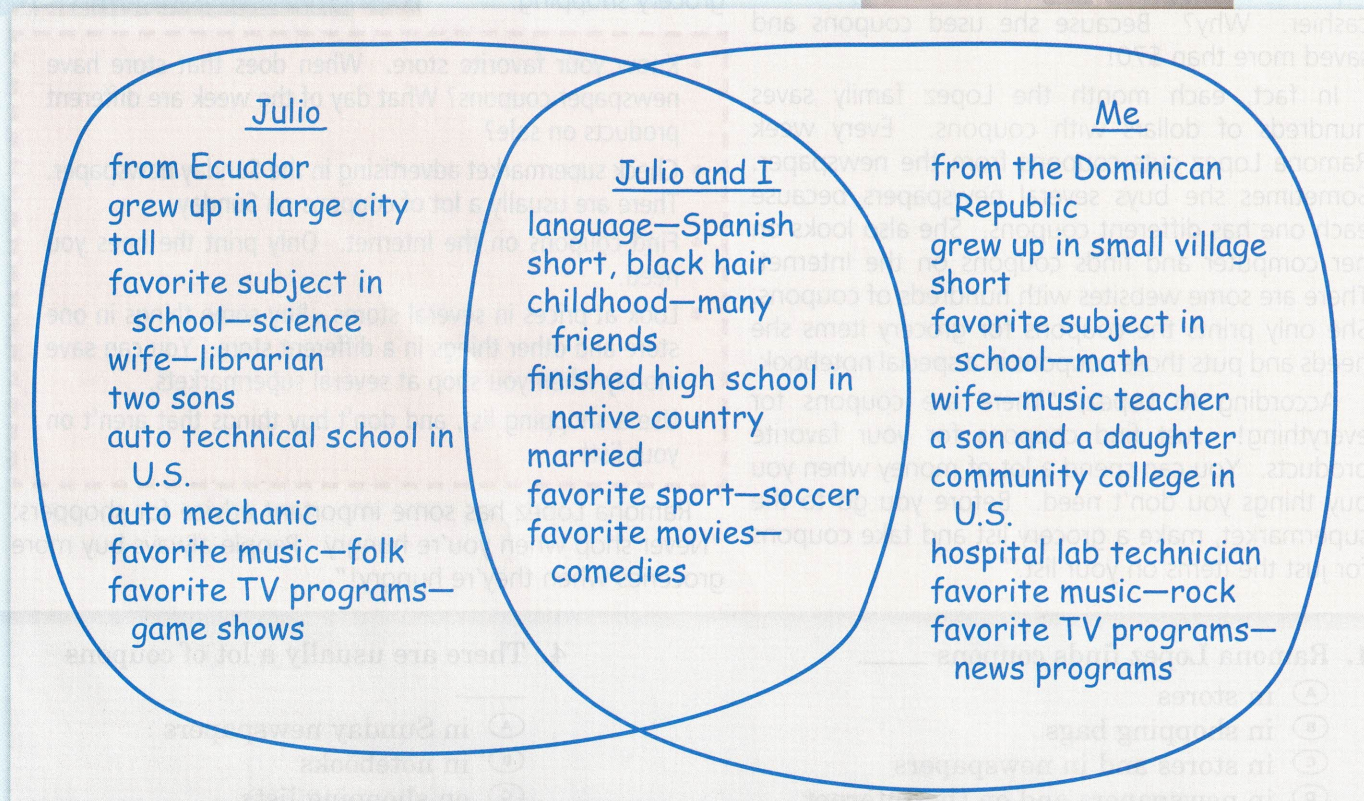
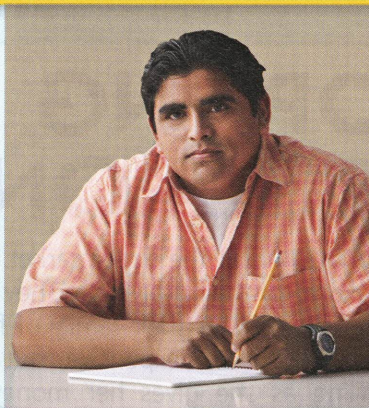
- (A) the Lopez family
- (B) grocery shopping
- (C) how to save money with coupons
- (D) coupons people find on the Internet

## Your Consumer Knowledge

1. Do you use coupons? Why or why not?
2. What advice is new for you in this passage?



Hernan is preparing to write a story with the title "My Friend and I." He's going to write about how he and his friend Julio are the same and how they are different. He's brainstorming ideas for the story and writing the ideas in a Venn diagram. The diagram has three sections: one for information only about the friend, one for information only about Hernan, and a middle section for information about both of them.



**Brainstorm and write a story about yourself and a friend.**

**Pre-write:** Make a Venn diagram. List information to show how you and your friend are the same and how you and your friend are different. Include information about your country, first language, physical description, childhood, family, education, work, and sports, music, TV shows, and other things you like.

**Organize your ideas:** Put together the information about your country, physical description, language, and childhood. This can be the first paragraph of your story. Put together the information about your education and your work. This can be your second paragraph. Put together the information about sports, music, TV shows, and other things you like. This can be your third paragraph.

**Write a first draft:** Write a story about you and your friend. Write three paragraphs with the ideas you organized. Indent the first line of each paragraph. Use this title: My Friend and I.