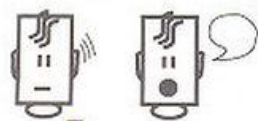


# PART I SALES ADS



■ LISTEN AND READ.



Sales ads are written to let you know about special prices or to make you believe you are getting a really good deal on a product. It is very important that you read all the facts about a sale before you can make a wise choice.

In sales ads, large and small print are often used. The large print gets your attention, and the small print usually gives you more specific information. For example, the large print may say **ONLY \$6.98\***, and the small print for that ad will say **\*monthly payments for six months**. Notice that in this case an asterisk was used to let you know that there was more information. "Batteries not included" or "with a purchase of two or more" are other examples of what might be found in small print.

Ads do not always tell you everything you need to know in order to make a wise choice. For example, the ad may not tell you if the price applies only to certain colors or sizes. Or it may not tell you how long the sale will last. When that happens, you need to find out these facts yourself. So my advice to you is to read carefully and thoroughly before going to the store where the sale is offered.

## 6 six lesson

Sixth (6th)  
Lesson



**\* MONTHLY PAYMENTS FOR SIX MONTHS**  
**\*\* WHILE SUPPLIES LAST**





■ ANSWER



1. What are sales ads written for?  
\_\_\_\_\_
2. Why should we read all the print in a sales ad?  
\_\_\_\_\_
3. Do ads always tell you everything about a product?  
\_\_\_\_\_
4. What might a sales ad not tell you?  
\_\_\_\_\_
5. What is the last thing that you bought on sale?  
\_\_\_\_\_

■ LOOK CAREFULLY AT THE FOLLOWING AD:



The advertisement is a rectangular sign with a dark background and a gold border. At the top, a gold banner reads "GOLD BRACELETS". In the center, a large gold oval contains the text "All 18 k gold" and "Up to 50% off". Below the oval, white text states "Prices regularly from \$50 to \$325" and "Now only \$33 to \$250". The sign is decorated with four gold circles at the corners.

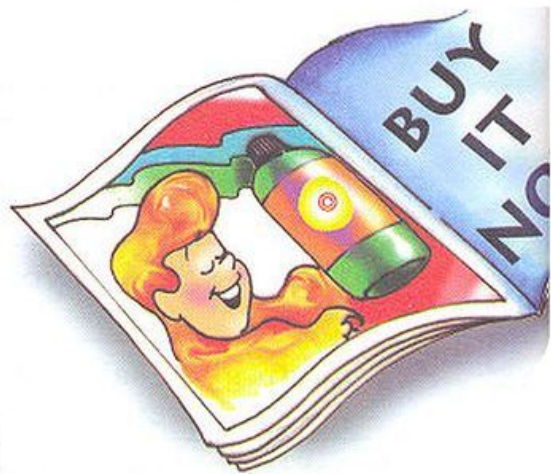
Jewelry Paradise 556 Lincoln Road (Open daily 9 a.m. to 9 p.m.) closed Sundays

■ QUESTIONS ON THE AD:



1. Are silver articles on sale?  
\_\_\_\_\_
2. What facts would you have to find out?  
\_\_\_\_\_
3. What is on sale?  
\_\_\_\_\_
4. Who would probably be interested in this kind of merchandise?  
\_\_\_\_\_
5. In your opinion, is this a good sale?  
\_\_\_\_\_





- WRITE A PARAGRAPH IN WHICH YOU EXPRESS YOUR OPINION ABOUT TV ADVERTISING IN YOUR COUNTRY.  
DISCUSS IT WITH YOUR TEACHER IN YOUR ORAL PRACTICE.



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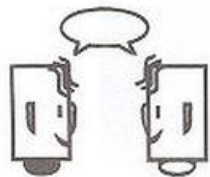
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## PART II

- FUNCTIONS: EXPRESSING OPINIONS.



### FORMAL

- A Personally, I think... (Chinese food is delicious)
- B I think... (It's going to snow)
- C I believe... (The Mexican economy will improve)
- D In my opinion... (Julio Cesar Chavez will win the championship)
- E It seems to me... (This is the best research paper)

### INFORMAL

- A Acapulco is a paradise.
- B Isn't this dress beautiful?
- C The film was terrible, wasn't it?





# vocabulary

- WRITE A SHORT DIALOGUE USING AS MANY OF THE FOLLOWING WORDS AS POSSIBLE.

**SALE, INFORMATION, APPLY,  
ADVICE, WISE, PRICE, BEST, FACTS,  
TERRIBLE, THOROUGHLY**

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