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Level 5 Eating popcorn makes ads less effective

17th October, 2013

http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html

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Please try Level 4 (easier) and the 26-page Level 6 (harder).



THE READING

From http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html

The adverts people see at the movies are less effective when people eat popcorn. This is the conclusion of a study from a German University. Researchers said people remember the names of brands or products by silently pronouncing them. However, with a mouth full of popcorn, this process is broken. The report is titled "Popcorn in the Cinema: Oral Interference Sabotages Advertising Effects". It describes how chewing interferes with the brain's "inner speech" that works whenever we see or hear a new name. Researchers say this happens without us thinking about it.

Dr Sascha Topolinski asked people to watch a movie. Half of them ate popcorn; the rest had a sugar cube. A week later, the group rated various products, including some of those advertised during the movie. The sugar cube group remembered more of the products than the popcorn group. Topolinski said: "The mundane activity of eating popcorn made participants immune to the pervasive effects of advertising." He added that his research suggests that selling candy in cinemas is bad for advertisers. Cinema owners now have a dilemma. There is usually a 900% mark-up on their popcorn.

Sources: http://www.**bbc**.co.uk/news/entertainment-arts-24518203 http://uk.movies.**yahoo**.com/eating-popcorn-makes-cinema-goers-immune-to-adverts-143638491.html http://www.**adnews**.com.au/adnews/once-you-pop-you-can-t-remember-the-brand-popcorn-killscinema-ad-recall

MATCHING

From http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html

PARAGRAPH ONE:

1.	adverts people see at the movies	a.	pronouncing them
2	less effective when	b.	hear a new name
3.	silently	c.	at the movies
4.	a mouth	d.	is broken
5.	this process	e.	thinking about it
6.	chewing interferes with the	f.	people eat popcorn
7.	whenever we see or	g.	full of popcorn
8.	without us	h.	brain's "inner speech"

PARAGRAPH TWO:

1.	Half of	a.	eating popcorn
2	the group rated	b.	is bad for advertisers
3.	The sugar cube group remembered	c.	them ate popcorn
4.	The mundane activity of	d.	of advertising
5.	immune to the pervasive effects	e.	up on their popcorn
6.	selling candy in cinemas	f.	more of the products
7.	Cinema owners now	g.	various products
8.	a 900% mark-	h.	have a dilemma

LISTEN AND FILL IN THE GAPS

From <u>http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html</u>

The adverts people see at the movies (1) when			
people eat popcorn. This is (2) a study from a			
German University. Researchers said people remember the names of brands			
or products (3) them. However, with a mouth full of			
popcorn, this (4) The report is titled "Popcorn in			
the Cinema: Oral Interference Sabotages Advertising Effects". It describes			
how chewing (5) brain's "inner speech" that works			
whenever we see or hear a new name. Researchers say this happens without			
(6)			
Dr Sascha Topolinski asked people to watch a movie. Half of them ate			
popcorn; (7) sugar cube. A week later, the group			
rated various products, (8) those advertised during			
the movie. The sugar cube group remembered (9)			
than the popcorn group. Topolinski said: "The (10)			
eating popcorn made participants (11) pervasive			
effects of advertising." He added that his research suggests that selling			
candy in cinemas is bad for advertisers. Cinema owners now have a			
dilemma. There is usually a 900% (12) popcorn			

dilemma. There is usually a 900% (12) _____ popcorn.

POPCORN SURVEY

From <u>http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html</u>

Write five GOOD questions about popcorn in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1	STUDENT 2	STUDENT 3
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

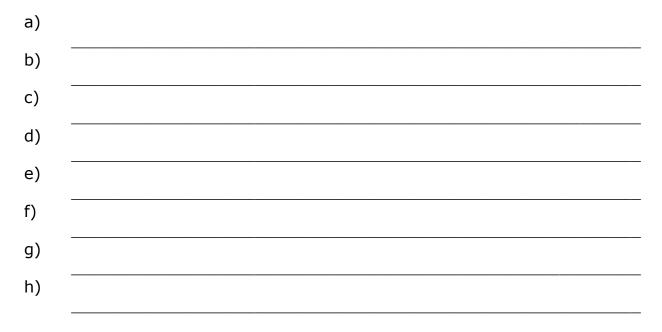
Student A: Do not show these to your speaking partner(s).

a)	
b)	
c)	
d)	
e)	
f)	
g)	
h)	

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).



FREE WRITING

From http://www.breakingnewsenglish.com/1310/131017-popcorn-5.html

Write about **popcorn** for 10 minutes. Comment on your partner's paper.