

**ENGLISH CONVERSATION CLASS**  
**INTERMEDIATE**  
**MARCH WEEK N°1**

**Topic:** The influence of advertising

**Play this video and answer the following questions:**

<https://www.youtube.com/watch?v=v5WfzyR7Zzk>

- 1. According to the video, what emotional effect did the Renault Clio ad with "Papa and Nicole" aim to create?**
  - A. Trust in the car's safety
  - B. That the car was the most affordable
  - C. The idea that the car was the fastest on the market
  - D. A feeling that the car was sexy and desirable
- 2. What does the term "meta-communication" refer to in the video?**
  - A. The factual specifications of a product (e.g., engine size)
  - B. The background elements like music, characters, and setting that are not the main factual message
  - C. The final price of goods advertised during a sale
  - D. The legal disclaimers at the end of an ad
- 3. The video uses Apple's "1984" commercial as an example to show that:**
  - A. Ads shown only once cannot become widely known
  - B. An ad can establish a lasting reputation for a brand even if many viewers never saw it live
  - C. Only technology ads can influence public perception
  - D. The ad proved that IBM was the best company at the time
- 4. In the Huawei example, the video suggests the ad's emotional message (about morality and judging) is:**
  - A. A direct demonstration of the phone's technical features
  - B. Completely justified because phones can change people's morals
  - C. Emotional and appealing but not logically related to what the product actually does
  - D. Focused on the phone's battery life
- 5. Which strategy does the speaker recommend to resist emotional influence from advertisements?**
  - A. Ignore all ads completely or watch them carefully to identify what they're trying to influence
  - B. Only trust ads from well-known companies
  - C. Always buy the product to test whether the ad is true
  - D. Rely on social media comments as a factual check

**Answer Key:**

1. D
2. B
3. B
4. C
5. A