

Ad Space

Melissa talks about what ads influence her.



- 1 **Todd:** So, Melissa, this week we're talking about buying things. Now, in terms of shopping, are you one those people that are like a shop-o-holic? You buy things you don't need?

Melissa: Yes, but recently I've been trying to veer away from that habit.

- 2 **Todd:** So, what influences you most to buy something? Is it like commercials or is just impulse?

Melissa: I think it's kind of just having the money and feeling like I deserve it.

Todd: So, it's a reward?

Melissa: Yeah, it's always a reward for something.

- 3 **Todd:** Well, how about ... how persuaded are you to buy something by commercials or advertising or things like that?

- 4 **Melissa:** Definitely food commercials persuade me to buy it. Like I'll see a food commercial or even a picture of delicious looking food and I'll want to have it. So I have two or three concrete examples over just the past month where I saw an ad for food and I went and bought it.

Todd: Oh, really. Like what did you buy?

Melissa: One was hot *Hotto-Motto*. It was like a kind of fast food chain and they were selling a fried chicken on rice that looked really good, and the other was a McDonald's Cinnamon Roll.

Todd: And you saw it and you're like, I gotta have it.

- 5 **Melissa:** Yeah, and like one weird thing happened. I just saw like a red and yellow sign and it reminded me of Wendy's and then I was craving a chocolate milkshake...a frosty ... so I went somewhere else and bought it.

Todd: And you got it?

Melissa: Yeah.





Summarize

Take notes as you listen or read the interview on the left side of the paper. Then write complete sentences to summarize the story in your own words. The first one is done.

<p>Part 1: shop-o-holic</p> <p>buy things --> don't need</p> <p>trying to veer away</p>	<p><u>Melissa admits to Todd that she is a shop-o-holic. In other words, she buys a lot of things that she doesn't need. However, she says that recently she is trying to quit the habit.</u></p>
<p>Part 2: influences --> commercials</p> <p>having money, deserving it</p> <p>reward</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Part 3:</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Part 4:</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Part 5:</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Start a Conversation: ANSWERS



Match the following questions with the responses.

1. Are you a shop-o-holic?	___ No, I try to veer away from junk food.
2. How often do you buy things that you don't need?	___ Whenever I see ads for new movies, I feel like I <i>have</i> to see it that week.
3. What kinds of ads influence you?	___ Not at all. I actually hate shopping.
4. What other bad habits are you trying to break?	___ Well, I buy coffee everyday and I don't <i>need</i> it. I could just make it home.
5. Do you eat at a lot of fast food chains?	___ I have a bad habit of staying on the internet all day and all night.
6. Can you give me a concrete example?	___ In the winter, never because it's too cold, but sometimes during the summer.
7. Do you reward yourself when you achieve a goal?	___ Yeah, when I deserve something, I usually get it for myself.
8. Are you also a choco-o-holic?	___ For instance, the ads during the Super Bowl. Now <i>those</i> are good.
9. Do you ever get up out of bed to fulfill a craving for a snack?	___ I love to eat but surprisingly, I'm not a big fan of sweets.
10. Do your shopping habits ever get you in financial trouble?	___ Well, I don't have much of a saving but I don't have any debt either.

Keep the Conversation Going

Keep the conversations going by using the words in **bold** for ideas and then ask a follow up question.



A: Are you a **shop-o-holic**?

B: Definitely, but in addition to that I'm also a **choco-o-holic**, a **work-o-holic**, and I **drink** too much too.

A: _____

(Write a question here) _____ ?

A: It's hard for me to **watch TV** because I get **impatient** during **commercials**.

B: Yeah, that's why I watch a lot of things **online** now. But lately they have a lot of commercials too.

A: _____

(Write a question here) _____ ?

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