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Level 4

Eating popcorn makes ads less effective

17th October, 2013

<http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

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Please try the harder Level 5 and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

A German University says adverts at cinemas are less effective when people eat popcorn. A report said people remember the names of products by silently saying them. This is difficult with a mouth full of popcorn. The report is titled "Popcorn in the Cinema: Oral Interference Sabotages Advertising Effects". It says chewing stops the brain's "inner speech" whenever we see or hear a new name. Researchers say this happens without us thinking about it.

Almost 100 people watched a movie. Half of them ate popcorn; the rest had a sugar cube. The group then rated various products that were advertised during the movie. The sugar cube group remembered more names than the popcorn group. The report said simply eating popcorn reduced the effects of the advertising. The research suggests that popcorn in cinemas is bad for advertisers. However, there is usually a 900% mark-up on popcorn in cinemas.

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-kills-cinema-ad-recall>

MATCHING

From <http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

PARAGRAPH ONE:

- | | |
|-----------------------------------|----------------------------|
| 1. less effective when | a. mouth full of popcorn |
| 2. remember the names of products | b. thinking about it |
| 3. This is difficult with a | c. see or hear a new name |
| 4. chewing stops the | d. people eat popcorn |
| 5. whenever we | e. by silently saying them |
| 6. this happens without us | f. brain's "inner speech" |

PARAGRAPH TWO:

- | | |
|-------------------------------|-------------------------------|
| 1. Half of | a. bad for advertisers |
| 2. The group then rated | b. remembered more names |
| 3. The sugar cube group | c. up on popcorn |
| 4. eating popcorn reduced the | d. various products |
| 5. popcorn in cinemas is | e. them ate popcorn |
| 6. a 900% mark- | f. effects of the advertising |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

A German University says adverts at cinemas (1) _____

when people eat popcorn. A report said people remember the names of

products (2) _____ them. This is difficult with a mouth full

of popcorn. The (3) _____ "Popcorn in the Cinema: Oral

Interference Sabotages Advertising Effects". It (4) _____

the brain's "inner speech" (5) _____ or hear a new name.

Researchers (6) _____ without us thinking about it.

Almost 100 people watched a movie. (7) _____ popcorn;

the rest had a sugar cube. The group (8) _____ products

that were advertised (9) _____. The sugar cube group

remembered (10) _____ the popcorn group. The report

said simply eating popcorn (11) _____ of the advertising.

The research suggests that popcorn in cinemas is bad for advertisers.

However, there is usually a (12) _____ popcorn in cinemas.

POPCORN SURVEY

From <http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

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).

a)

b)

c)

d)

e)

f)

g)

h)

FREE WRITING

From <http://www.breakingnewsenglish.com/1310/131017-popcorn-4.html>

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