
BBC LEARNING ENGLISH

6 Minute English worksheet

How advertisers make us spend money



Listen to the full episode here: <https://bbc.in/3SfDt62>

- 1. Look at the cover image and title of the episode. What do you think this episode is about? What do you know about this topic already? What vocabulary do you associate with this topic?**
- 2. Now listen to the first two minutes of the episode.**
 - What do the presenters say the episode is about?
 - What is this week's question? What do you think the answer is?
- 3. Now listen to the whole episode. As you listen, write down the six items of vocabulary. What do they mean?**

a) Word/phrase: _____
It means: _____.

b) Word/phrase: _____
It means: _____.

c) Word/phrase: _____
It means: _____.

d) Word/phrase: _____
It means: _____.

e) Word/phrase: _____
It means: _____.

f) Word/phrase: _____
It means: _____.

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4. What did you learn that was surprising or new in this episode?

5. Answer the quiz questions. Listen again or use the transcript to help you.

1. Which discipline is used to help businesses nudge people to do things?
 - a) budget theory
 - b) push-pull economics
 - c) behavioural science
2. Which phrase describes something that helps us make a decision quickly?
 - a) mental shortcut
 - b) rental shortcut
 - c) dental shortcut
3. "The hotel manager managed to persuade me to change to a more expensive room – she was an expert at ____."
 - a) uprooting
 - b) upselling
 - c) upstarting
4. What is an 'amount of money spent on a single transaction'?
 - a) basket case
 - b) basket spend
 - c) basket weaving
5. "Right, our normal marketing methods aren't working – we need to ____."
 - a) think outside the box
 - b) think around the box
 - c) think towards the box
6. What does it mean to feel 'judged'?
 - a) confident you are the best in a competition
 - b) enjoying being the centre of attention
 - c) worried what other people think about you

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6. Write your own sentences using the vocabulary.

7. Answer the following questions.

- What are three things you have learnt from this episode?
- How does this topic make you feel?
- Give three examples relevant to your life using the vocabulary.

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Answers

3.

- a. mental shortcut – something that helps us make a decision quickly
- b. judged – worried about what other people think about us
- c. upsell – selling extra products, or more expensive products to customers
- d. basket spend – amount of money spent on a single transaction
- e. think outside the box – think creatively to come up with a solution
- f. model – show behaviour that you want others to copy

5. 1c, 2a, 3b, 4b, 5a, 6c

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Teacher's notes

This worksheet is standardised so that you can amend and use it as appropriate with your classes.

Some topics may be difficult for learners, especially those which could be upsetting or cause offence. Please be mindful of this when using this worksheet and adapt it as necessary.

Extension activities

- Role-play an interview with an 'interviewer' and an 'expert' on this topic.
- Write a short story or article using the vocabulary from this episode.
- Read original articles on this topic.
- For homework: If it is available in your country, download and listen to the original podcast these extracts were taken from.