

SPEAKING

Part 1 Introduction and Interview (4–5 minutes)

Introduction (compulsory)

- Good morning/afternoon. My name is _____. Can you tell me your full name, please?
- What should I call you?
- Could you tell me where you're from?
- Can I see your identification, please?

Thank you. Now in this first part I'd like to ask you some questions about yourself.

Interview (choose 1)

Let's talk about where you live.

- Where do you live?
- Have you always lived in this area?
- Which part of the area where you live do you find most interesting? Why?

Let's talk about your studies.

- Do you have a job or are you a full-time student at the moment?
- What type of job will your studies lead you to?
- For how many years will you need to study in order to become qualified?

Interview (choose 2)

Now let's talk about shopping.

- Which types of shops do you usually like to shop at? Why?
- What types of things do you buy most often? Why?
- Do you prefer shopping alone or with others? Why?
- Would you describe shopping as a hobby or a chore? Why?

Let's talk about reading.

- What types of books do you enjoy reading? Why?
- Do most of your friends enjoy reading similar types of books?
- Which do you generally prefer, a book or the movie version of that book? Why?
- Is there anything that you don't like about reading? Why?

Now let's talk about relaxing.

- What is your preferred way of relaxing? Why?
- What is the effect on you when you take time to relax?
- Do you think you have more or less time to relax nowadays than you used to? Why?
- Do other people you know have much time to relax? Why/Why not?

Part 2 Individual Long Turn (3–4 minutes)

Now, I'm going to give you a topic and I'd like you to talk about it for one to two minutes. Before you talk, you'll have one minute to think about what you're going to say. You can make some notes if you wish. Do you understand?

Here's some paper and a pencil for making notes and here's your topic:

I'd like you to talk about an interesting advertisement you have seen.

Describe an interesting advertisement you have seen.

You should say:

where you saw the advertisement

what it was advertising

why you thought it was interesting

and say why whether or not this advertisement influenced you to buy the product or service it was promoting.

Rounding off questions:

- Do you often watch advertisements on television?
- Do you generally find advertisements interesting?

Part 3 Two-way Discussion (4–5 minutes)

We've been talking about an advertisement you found interesting and now I'd like to discuss with you one or two more general questions related to this. Let's consider first the topic of the advertising industry as a whole.

- Why do you think that some people become annoyed with advertising? Would you agree that advertising can be irritating? Why?
- How effective do you think the medium of advertising is? Why?
- What changes have there been in the way products are advertised and promoted over the last decade?

Now let's talk about advertising and social issues.

- Advertisements for social issues such as drink driving often use graphic images to convey their message. What in your opinion is the impact of these types of advertisements?
- Increasingly, a number of charities are utilising advertising and marketing as a method of promoting their causes. How effective do you think these types of campaigns are?
- Some people feel that using celebrities to back a particular cause or social issue is a very effective way to encourage public support of that cause. What's your opinion?