The Official Cambridge Guide to IELTS

Speaking

학습목표

- **Practice Test 6 – Part 3**
  - Part 3 – The role of advertising on television

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?
- In what ways has television advertising changed in the last ten years?
- To what extent are people influenced by the advertising they see on television?

Part 3 – The effect of films on society

- Why do people still enjoy going to the cinema to watch a film?
- What sort of influence can films have on people?
- Should film-makers be responsible for the impact their films can have on people?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**

Part 3 – The role of advertising on television

- **How do you feel about the amount of advertising on television?**

Too many

Part 3 – The role of advertising on television

- **How do you feel about the amount of advertising on television?**

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**
- **How to start?**

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- **How do you feel about the amount of advertising on television?**

→ **I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.**

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

- to be honest: 솔직히
- annoying: 짜증나는
- unnecessary: 불필요한
- at least: 적어도
- waste of my precious time: 내 소중한 시간의 낭비
- ads: 광고
- get tired of: 지친다

Part 3 – The role of advertising on television

- How do you feel about the amount of advertising on television?

→ I think it's too many. To be honest, it's kinda annoying. To watch the programme I like, I have to watch unnecessary advertising for at least 10 minutes. It feels like waste of my precious time. Furthermore, there are too many ads repeated again and again. I get really tired of them.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**

Part 3 – The role of advertising on television

- **In what ways has television advertising changed in the last ten years?**

Diverse

Bigger scale

Part 3 – The role of advertising on television

- **In what ways has television advertising changed in the last ten years?**

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**
- **How to start?**

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

- as far as I remember: 내가 기억하기론
- celebrities: 유명인들
- underlying strategy: 근본적인 전략
- envious: 부러워하는
- coming out: 출시되는
- catch consumers' eyes: 소비자의 시선을 잡다
- humorous: 웃기는
- genres: 장르
- spend more money on명사: 명사에 더 많은 돈을 쓰다
- special effects: 특수효과
- impressive: 더 기억에 남는, 감명 깊은
- as if 주어+동사: 마치 주어가 동사인 것처럼

Part 3 – The role of advertising on television

- In what ways has television advertising changed in the last ten years?

→ I think it has become more diverse. As far as I remember, ten years ago, most of the advertising was one kind. With celebrities. Whatever the product was, the underlying strategy was selling the product using celebrities, wishing consumers to feel envious of the celebrities. However, recently, more interesting and various kinds of advertising are coming out. For example, many ads are trying to catch consumers' eyes with their humorous contents in genres like series, musical, or cartoon. Also, compared to the past, advertising has used more technology. Now advertisers spend more money on special effects and computer graphics making advertisements look more realistic or impressive, some seem as if they were movies.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**

Part 3 – The role of advertising on television

- **To what extent are people influenced by the advertising they see on television?**

Very much

Hardly

Part 3 – The role of advertising on television

- **To what extent are people influenced by the advertising they see on television?**

Very much

↓

Sensitive to fashion, early adopters: ads make them buy

Hardly

↓

The others: not interested so no influence

Part 3 – The role of advertising on television

- **What to think about**

- **Tense?**
- **Understanding the questions?**
- **Ideas & structure?**
- **How to start?**

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

- be sensitive to 명사: 명사에 예민하다
- be likely to 동사: 동사하기 쉽다
- get stimulated and encouraged: 자극되고 장려된다
- the others: 그 밖의 사람들은
- absolutely: 완전히
- be dull with 명사: 명사에 둔감하다
- be nothing to do with 명사: 명사와는 전혀 상관이 없다
- completely indifferent to 명사: 완전히 명사에 무관심한
- rather: 오히려
- obstacles: 방해물들, 장애물들
- getting in the way of: 방해하는
- the way of us watching TV programmes: 우리가 TV 프로그램 보는 방법

Part 3 – The role of advertising on television

- To what extent are people influenced by the advertising they see on television?

→ You mean how much people are influenced? I think it depends on consumers. Some people who are interested in fashion, who are sensitive to new products and the latest version, are likely to be influenced a lot. They definitely get stimulated and encouraged to buy them while watching them. On the other hand, the others like me, who are absolutely dull with fashion or who are nothing to do with early adopters, would be completely indifferent to advertising. Rather, to us, they are just annoying obstacles getting in the way of us watching TV programmes.

The Official Cambridge Guide to IELTS

Speaking