

Summit TV Activity Worksheet (Unit 7)

On-the-Street Interviews: *I think there's too much of it . . .*

A. Match each statement with the person who said it.



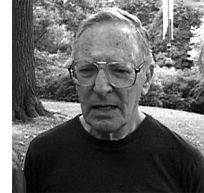
*Tell me your thoughts
on advertising in
today's world.*



a. Elli



b. Matt



c. Herb

- _____ 1. "It's not as informative as it used to be. It's more hypnotic."
- _____ 2. ". . .if I see something on TV and it's funny, I'll chuckle."
- _____ 3. ". . .I think there's too much of it. And I don't pay too much attention to it."
- _____ 4. "So I doubt that they're very effective in my case, as a consumer, even though I might love them and think they're brilliant."



d. Blanche

B. Check each statement True or False.

- 1. Rita only listens to commercials about products she uses.
- 2. Blanche never looks for things she sees in ads.
- 3. Matt pays attention to commercials that remind him of something he has experienced.
- 4. Elli is more likely to buy products that are advertised creatively than ones that are not.
- 5. Stephan dislikes the business aspect of advertising.
- 6. Herb thinks advertising in the past was better than advertising today.

True False

| | |
|--------------------------|--------------------------|
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C. What do Elli and Stephan say about the creative aspect of advertising?

- 1. Elli: _____
- _____
- 2. Stephan: _____
- _____

D. What do you think of advertising? Are there anytypes of ads that you particularly enjoy or dislike? Give examples.

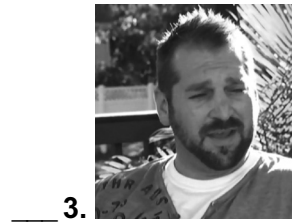
Summit TV Activity Worksheet
(Unit 8)

TV Documentary: “Parenting Tips to Stop the Yelling and Better Discipline Kids”

A. According to the study, check the problems that yelling could cause.

- | | | | | |
|----------------------------------|--|--------------------------------------|--|--|
| <input type="checkbox"/> anger | <input type="checkbox"/> disrespect | <input type="checkbox"/> depression | <input type="checkbox"/> disrespect | <input type="checkbox"/> rebelliousness |
| <input type="checkbox"/> anxiety | <input type="checkbox"/> deep resentment | <input type="checkbox"/> frustration | <input type="checkbox"/> low test scores | <input type="checkbox"/> low self-esteem |

B. Match each person to the statement.



- a. “I think that there are some things they can earn.”
- b. “Having the other parent who’s not pushed to the limit step in a little.”
- c. “I’m a yeller. I yell out of frustration.”
- d. “When you’ve lost your temper, you’ve lost your argument.”

C. Read Diane Sawyer’s question. Then complete the response.



*What if you already
lost your temper?*

I love this _____ 1. _____ from parenting _____ 2. _____
who say “Don’t be afraid to _____ 3. _____ to your
kids, you don’t lose _____ 4. _____ you actually gain
_____ 5. _____.” Parents are people, too.

D. Answer the following questions.

1. What is meant by the expression “Use more carrot and less stick”? Provide some examples mentioned in the report.

2. Briefly explain the quote: “When you’ve lost your temper, you’ve lost the argument.” Tell why you agree or disagree with that statement.
