

Student Book Answer Key

UNIT 1

1C BACKGROUND AND VOCABULARY

2, page 3

1. b 3. a 5. a 7. b 9. a
2. b 4. a 6. b 8. b 10. a

LISTEN FOR MAIN IDEAS, page 4

1. b 2. a 3. c 4. c

LISTEN FOR DETAILS, pages 4-5

Last Week: *informational appeals*

—give consumers *information* about a product
e.g., price, *benefit* needs

This Week: *emotional appeals*

—feelings

—*positive* (happiness, love) or *negative* (fear, embarrassment)

—*common, effective technique*

—*feeling* often makes the sale *not information*

Most common appeal = *humor*

e.g., Doggie Delight—dog food

—*funny voice, sound effects*

—*not much information* about the product

Effective:

1. "Feel-good" factor = gives us a *positive feeling* about the product

2B LISTENING TWO, page 6

Answers may vary. Suggested answers:

Ad	Product	Emotional Appeal	Sound Effects
1. Thief Buster	car security system	fear	scary music, window breaking, car starting and driving away, police radio, car starting and dying
2. Sunny Resorts	beach vacation resort	stress	news show music, ringing phone, typing on computer, ocean, drinking champagne in voices
3. White Bright	tooth whitener	embarrassment	child's and adult's voices

STEP 1: Organize, page 7

Answers may vary. Suggested answers:

Key Ideas	Meaning	Example Ads
Informational appeal	gives information to	Thief Buster
HuyHuu.com		

Click here to access this Book :

[**FREE DOWNLOAD**](#)

Northstar 3 Listening And Speaking Answer Key

[Northstar 3 Listening And Speaking](#)

When people should go to ebook stores, look up beginning by store, shelf by shelf, this is really problematic. This is why we authorize compilations of books on this site. It will be definitely facilitate the look guide [Northstar 3 Listening And Speaking Answer Key](#) as you like.

By searching for the title, publisher, or authors of the guide that you want actually, you can discover them quickly. In the home, workplace or maybe in your method can be all better location in network connections. If you aim to download and install the Northstar

3 Listening And Speaking Answer Key, it is extremely simple then, from currently, we extend the belongs to to buy and do good business to download and install Northstar 3 Listening And Speaking Answer Key for this reason simple!

[14 1 Human Heredity Answer Key Pages 341 348](#), [Steps To Advanced Reading Mastery Test Answers, Volume 3 Quo Vadis Joe](#), [J1926 1 Straight Thread O Ring Port Iso 11926 1](#), [Handbook 3rd Edition, For Engineering Mechanics Statics 3rd Edition, 7311](#), [The Elder Declamations Volume 1 Controversiae Books 1 6 Loeb Classical Library No 463](#), [Administration Practical Step By Step Instructions For Running Basis 2nd Edition By Sebastian Schreckenbach 2015 06 30](#), [The Scouring Of The Land Dungeons Dragons D20 35 Fantasy Roleplaying Forgotten Realms Adventure, 3e 2008 Eleve](#), [Dr 350](#), [3](#)

[Cycle Of Matter Pages 74 80 Answer Key Biology](#), [Of Dr Vodder 39 S Lymph Drainage Basic Course, Bmw E34](#), [Steps To Improving College Reading Skills 5th Edition Free About Steps To Improving College Reading](#), [Spreaders Setting](#), [Standard Postage Stamp Catalogue Volume 3 Countries Of The World G I](#), [Gift Crowns Spies 3 Julie Garwood](#), [And Dynamics Hibbeler 13th Edition](#), [3](#), [Financial Accounting Volume 3 Valix](#), [Gel Handbook Synthesis Characterization Applications 3 Volume](#), [Sql Fundamentals 3rd Itzik Ben Gan](#), [Nova Nieuwe Nask 1 3 Vmbo Kgt Study Smart](#), [5 3 Human Population Growth Pages 129 132 Answer Key](#), [Of Individuals Simplified 2013](#), [Practice 32 Moles And Reactions Answers](#), [De Precios Y Aplicaciones Pashigian Free About De Precios Y Aplicaciones Pashigian Or Read On](#), [Writing Workbook Grade 3 Carson Dellosa Publishing](#)