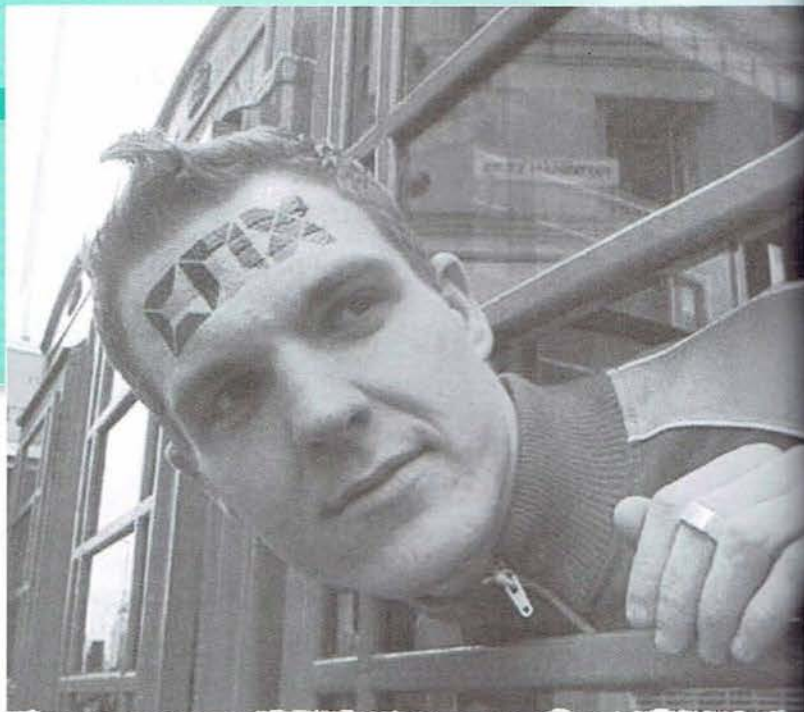


Ads on Heads



1. Read the story

Look at the pictures on these pages.
What is the story about? Now read it.

LONDON, ENGLAND ¹Advertisements, or ads, are everywhere, telling us to buy, buy, buy. They're on TV and the Internet. Ads are on buses, trains, and **ugly** billboards*. You can't get away from them.

²But now advertising has reached a new **level**—ads are appearing on **human** heads! ³An ad agency** in London is **hiring** college students as human billboards and putting washable ads on their **foreheads**. ⁴The agency pays about \$7.00 an hour, and many students think it's a simple, fun way to earn money.

⁵The agency is careful about who it hires. The young people who wear the ads have to be fashionable and **attractive**. ⁶They also have to stay

in crowded areas during the hours they “work.” They can go to **local** cafes or **clubs** during working hours, but they can't sit in a library.

⁷Stuart Charles, 28, wore an ad on his forehead for a week. Everyone had an **opinion** about it. “Some friends were laughing,” he says. “Then they realized I was getting **cash** and they weren't.” ⁸**Later on** Charles went to a movie, where people were unfriendly. “They were probably thinking that capitalism*** has gone too far,” Charles explains.

*billboards: very large pictures outside that show an advertisement

**ad agency: a company that makes advertisements

***capitalism: an economic system based on private business

NEW WORDS

advertisement *n*
ugly *adj*

level *n*
human *adj*

hire *v*
forehead *n*

attractive *adj*
local *adj*

club *n*
opinion *n*

cash *n*
later on *adv*

>> See Glossary on page 93. >>

2. Rate the story

How much did you like it? Mark an X.



3. Check your comprehension

Check (✓) the endings that are true.

- | | | |
|---|--|--|
| a. Ads are on
___ trains and buses.
___ ugly billboards.
___ people's heads. | b. A London ad agency
___ puts washable ads on foreheads.
___ pays about \$7.00 an hour to human billboards.
___ hires anyone as a human billboard. | c. Students wearing the ads
___ are fashionable and attractive.
___ earn money while reading at the library.
___ earn cash while sitting in cafes or clubs. |
|---|--|--|

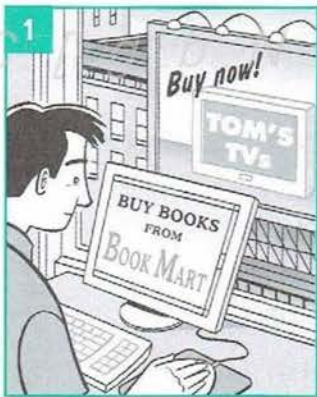
4. Check your vocabulary

Complete the sentences with the New Words.

- Advertising has reached a new le___. You can now find ads on human ___ heads!
- A London ad agency is hiring att_____ young people to wear the ads.
- The young people can go to l_____ cafes or ___bs during working hours.
- When Stuart Charles wore an ad on his head, everyone who saw it had an op_____ about it.

5. Listen to the story track 22

Now listen to the story two or three times. Look at the pictures below as you listen.



6. Retell the story

Cover the story and look at the pictures above. Retell the story using the New Words.

7. Answer the questions

About the story...

- Why has advertising reached a new level?
- Why do students want the ads on their foreheads?
- What kind of students does the agency hire?
- Would you like to wear an ad on your forehead for \$7.00 an hour? Why or why not?

About you...

- Are you a human billboard? How often do you wear clothes with ads on them?
- Have you bought something recently because of an ad? What?
- Name an ad that you have seen recently. Do you think it is honest?
- Do you think capitalism has gone too far? Why or why not?

8. Learn word partnerships

Study the partnerships below. Complete the sentences so they are true for you.

OPINION	
have an opinion about something	Everyone had an opinion about the ad. <i>I have a strong opinion about that movie.</i>
agree disagree with someone's opinion	<i>I agree with your opinion.</i> <i>He often disagrees with Bob's opinion.</i>
In my opinion,...	<i>In my opinion, you should work harder.</i>

- I often agree _____'s opinion.
- I have a strong opinion about _____.
- In my _____, people should _____.

9. Learn word groups

Complete the sentences so they are true for you. Use words from the pictures.

WAYS OF PAYING



a bill



a coin



cash



a check



a credit card

- I usually pay for books and magazines with _____.
- Right now I have _____(s) in my wallet or purse.
- The last time I went to a restaurant, I paid for the meal with _____.

10. Take a dictation track 23

Use your own paper to write the dictation. Check your answers on page 87.

11. Complete the story

Use the words from the box to complete the story.

hiring

cash

in my opinion

advertisement

human

ugly

MAN WEARS ADS ON HEAD FOR CASH



KANSAS CITY, MO., USA James Nelson wanted to start his own business, but he didn't have enough (1) _____. So he became a (2) _____ billboard.

In 2003, Nelson entered a competition on the Internet and won \$7,000. In order to get the money, Nelson has to wear an (3) _____ on his head—for five long years! The Texas Internet company

that is (4) _____ Nelson has written its Internet address in large letters across the back of Nelson's head and neck.

Nelson had to cut off most of his hair. Then someone wrote the ad with permanent ink* on Nelson's head. It took more than four hours. Nelson says that nobody has done this before. "And it's better than going to the bank for a business loan**," he adds proudly. "(5) _____, it's not so (6) _____," said an Internet user about Nelson's head.

* permanent ink: a colored liquid that does not wash off

** loan: money that someone lends you



Talk about the stories

How are Stuart Charles and James Nelson similar? How are they different?