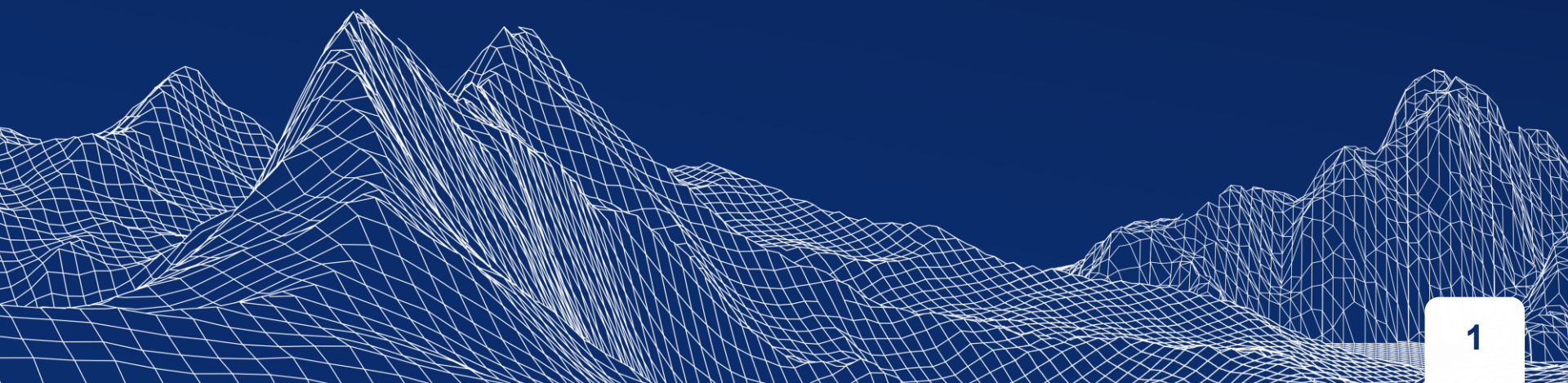
NATIONAL GEOGRAPHIC LEARNING

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STANDOUT 4

Team Project 2



Read the conversation.

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[Approx. 1 min]

1.**Q:** What do you spend money on every month?
A: I usually spend money on groceries, transportation, and phone bills.
2.**Q:** Do you pay rent or a mortgage every month?
A: Yes, I pay rent for my apartment.
3.**Q:** How much do you spend on entertainment each month?
A: I spend a little on movies, music, and going out with friends.
4.**Q:** Do you save any money each month?
A: Yes, I try to save a small amount for emergencies or future plans.
5.**Q:** Do you spend money on subscriptions or apps?
A: Yes, I pay for streaming services and a few learning apps.

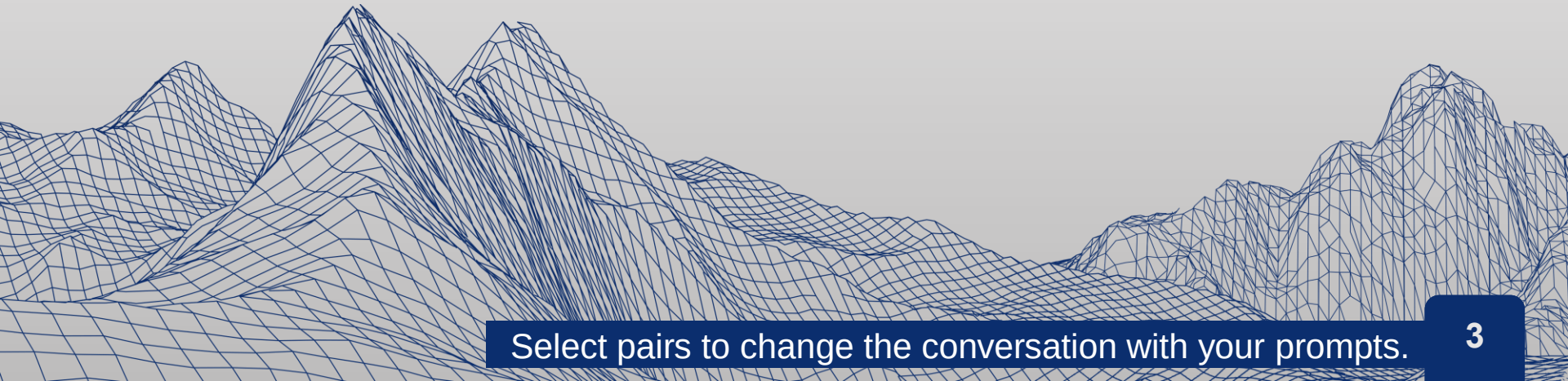
Review the conversation and select pairs to read the conversation.

Practise the conversation.

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[Approx. 3 mins]

1. **Q:** What do you spend money on every month?
2. **Q:** Do you pay rent or a mortgage every month?
3. **Q:** How much do you spend on entertainment each month?
4. **Q:** Do you save any money each month?
5. **Q:** Do you spend money on subscriptions or apps?



Select pairs to change the conversation with your prompts.

Read the conversation.

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[Approx. 1 min]

1.**Q:** What would you do if you had a million dollars?
A: I'd invest some, donate a little, and travel to a few dream destinations.
2.**Q:** What would you do if you lived in a mansion?
A: I'd invite my friends over and host amazing parties.
3.**Q:** What would you do if you had your own airplane?
A: I'd fly to different countries and explore new cultures.
4.**Q:** What would you do if you were the boss of a huge company?
A: I'd try to make the company eco-friendly and support my employees.
5.**Q:** What would you do if you owned an island in the Pacific?
A: I'd build a small resort and relax there during holidays.
6.**Q:** What would you do if you could speak every language?
A: I'd travel the world and connect with people everywhere.

Review the conversation and select pairs to read the conversation.

Practise the conversation.

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[Approx. 3 mins]

1. **Q:** What would you do if you had a million dollars?
2. **Q:** What would you do if you lived in a mansion?
3. **Q:** What would you do if you had your own airplane?
4. **Q:** What would you do if you were the boss of a huge company?
5. **Q:** What would you do if you owned an island in the Pacific?
6. **Q:** What would you do if you could speak every language?

Select pairs to change the conversation with your prompts.

Read the conversation.

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[Approx. 1 min]

🧠 1. What do advertisers do to get you interested in their products?

Advertisers use a mix of psychological, visual, and social strategies to spark interest:

•**Emotional appeal**: They evoke feelings like happiness, nostalgia, or fear to connect with viewers.

•**Social proof**: Showing customer reviews, influencer endorsements, or “best-seller” tags builds trust.

🔍 2. What's the best way to find out the truth about a product?

To get reliable information, use these strategies:

•**Verified customer reviews** on trusted platforms (Amazon, Trustpilot, etc.).

•**Official manufacturer websites** for accurate specs and warranty info.

⚠️ 3. Can you always trust advertisements?

Not always—consumer trust in advertising has dropped significantly:

•**Exaggerated claims**, misleading visuals, and fine-print disclaimers have eroded credibility.

•**Social media ads** often rely on influencers, but authenticity varies widely.

Review the conversation and select pairs to read the conversation.

Practise the conversation.

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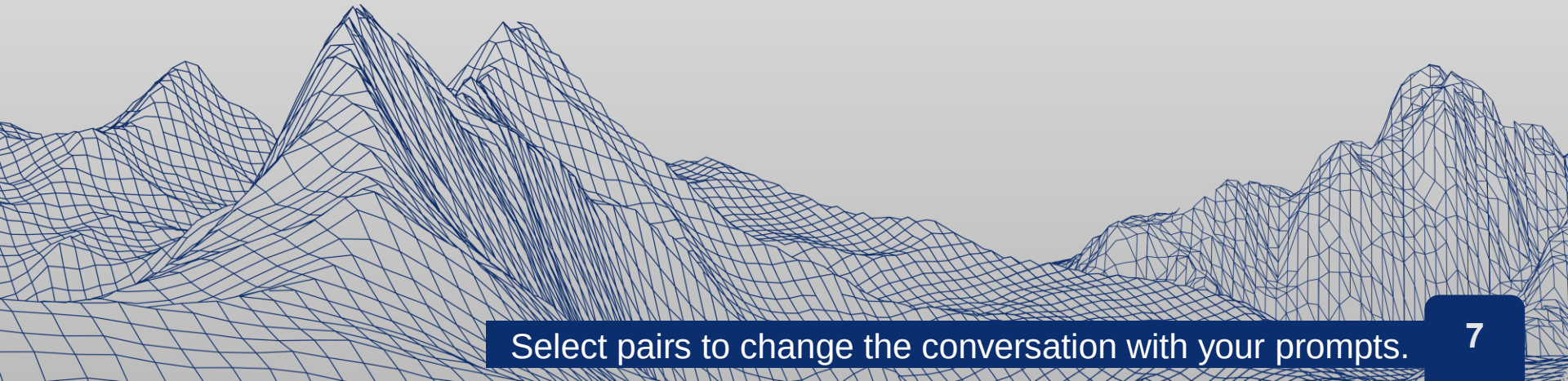
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[Approx. 3 mins]

🧠 1. What do advertisers do to get you interested in their products?

🔍 2. What's the best way to find out the truth about a product?

⚠️ 3. Can you always trust advertisements?



Select pairs to change the conversation with your prompts.



Scenario: Team Discussion at an Advertising Agency

Maya and Chris work at an **advertising company**. During a break and later in a team meeting, they talk about **personal spending habits** to understand consumer behavior.

Then, they discuss **hypothetical situations** to generate creative ideas for future campaigns.

Finally, they have a professional discussion about **advertising strategies**, how ads influence people, and whether customers can trust advertisements.

They need to:

- Talk about **monthly spending habits** as market insight
- Use **"What would you do if…?"** to share creative and strategic ideas
- Discuss **advertising techniques** and consumer trust in a professional context

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[Approx. 5 mins]

Explain the scene to the students.

Sample Conversations [Approx. 5 mins]

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Part 1: Talking about consumer spending habits

Chris: We're working on a new campaign. Can I ask you something personal?
Maya: Sure.

Chris: What do you usually spend money on every month?
Maya: I usually spend money on groceries, transportation, and phone bills.

Chris: Do you pay rent or a mortgage?
Maya: I pay rent for my apartment.

Chris: How much do you spend on entertainment?
Maya: Not much. I spend a little on movies, music, and going out with friends.

Chris: Do you save any money each month?
Maya: Yes, I try to save a small amount for emergencies.

Chris: Do you pay for subscriptions or apps?
Maya: Yes, I pay for streaming services and a few learning apps.

Part 2: Creative thinking with hypothetical situations

Chris: Let's think creatively. What would you do if you had a million dollars?
Maya: I'd invest some of it, donate a little, and travel to a few places.

Chris: Interesting. What would you do if you owned an island?
Maya: I'd build a small resort and relax there during holidays.

Chris: And what if you were the boss of a huge company?
Maya: I'd try to make the company eco-friendly and support my employees.

Chris: These ideas could inspire future campaigns.

Part 3: Talking about advertising and trust

Chris: What do advertisers usually do to get people interested in products?
Maya: They use emotions, strong images, and social proof like reviews.

Chris: What's the best way for customers to find the truth about a product?
Maya: Reading real customer reviews and checking official websites.

Chris: Can people always trust advertisements?
Maya: Not always. Some ads exaggerate or hide details.

Chris: That's why honesty is important in our work.
Maya: I agree. Trust helps build long-term customers.

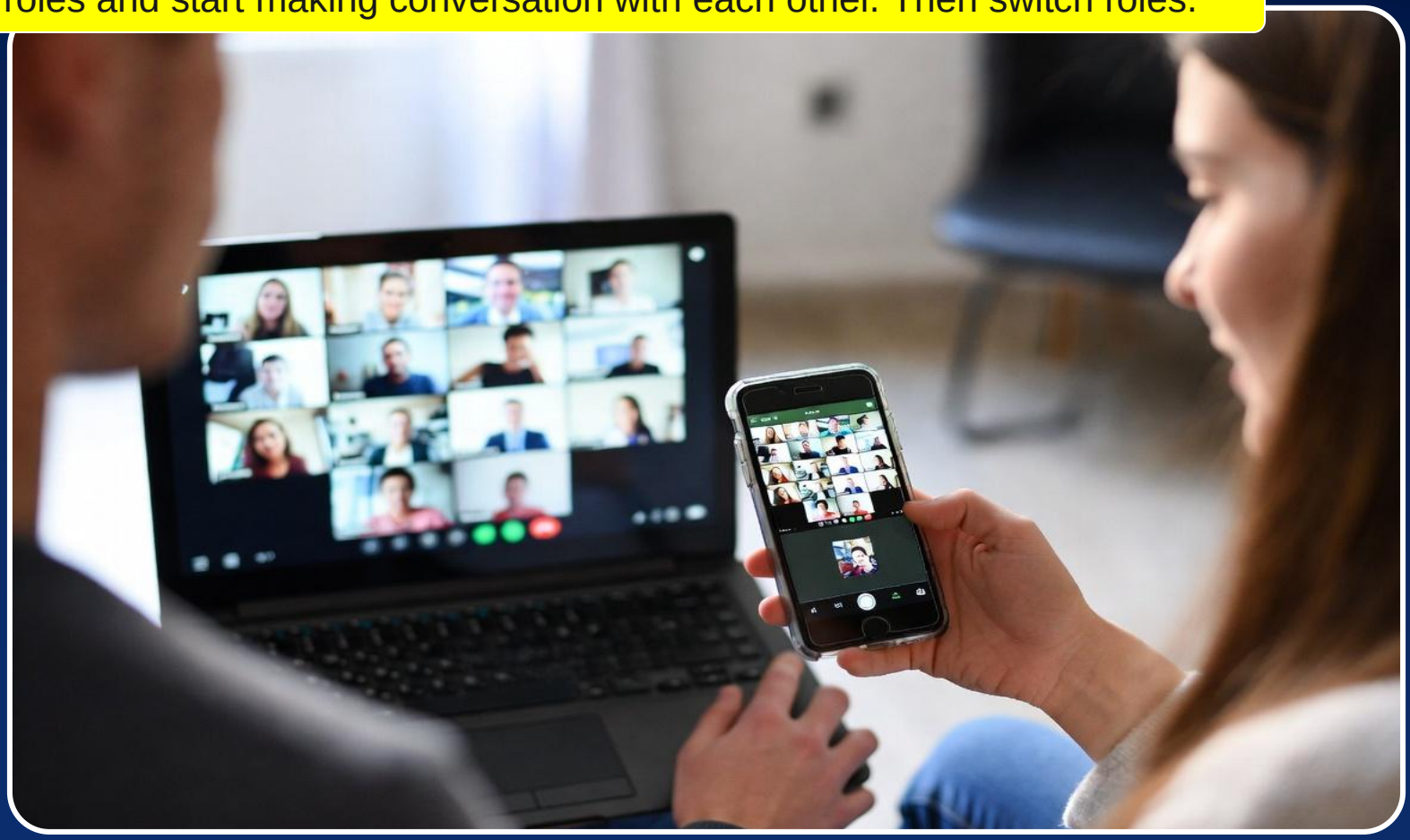
Select groups to read the conversation.

In groups

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Take roles and start making conversation with each other. Then switch roles.



[Approx. 6 mins]

Put the Ss in breakout rooms and have them perform the conversation based on the scenario. All the roles must be switched among them.

Class Sharing

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[Approx. 10 mins]



Ask all the groups to quickly share in class.