

# Studienkolleg der TU Berlin

## Mündliche Prüfung im Fach Englisch (ALTE PRÜFUNG – NUR ALS BEISPIEL)

### Task I

Read the following text with the help of a monolingual dictionary. Sum up the main facts of the text in a short oral presentation concerning advertising in education.

### Task II

Describe the chart in a short oral presentation (topic, interesting facts and their possible reasons, comparisons etc.) How do you think could the chart look like for your home country?

## Meet your new teacher – Mr Reebok

In 1989 advertising executive Chris Whittle started to turn America into the first country where viewers are forced to watch ads. Ads aimed at teenagers.

This was Channel One, a channel that has successfully commercialized childhood. Whittle offered schools what appeared to be a great deal. They each got free use of a satellite receiver, two videos and as many televisions as they wanted. Every day a 10-minute 'news' broadcast was provided, along with two minutes of commercials for sports gear, burgers and so on. In return, schools guaranteed to show Channel One for an hour a week in 80% of classrooms to 90% of students.

Whittle was pushing at an open door. By 1993, he had a market of eight million –

40% of US teenagers. And advertisers were so keen on compulsory commercials they paid \$200,000 (€173,000) for a 30-second slot.

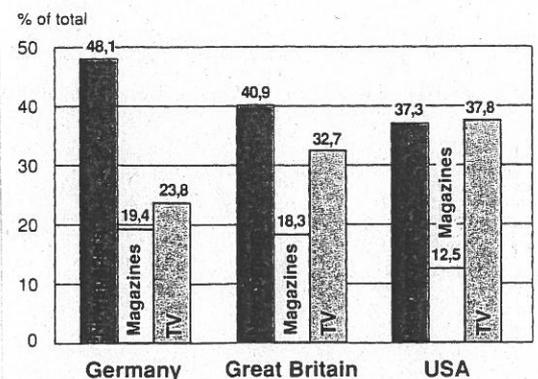
Unlike ordinary TV, Channel One uses the authority of the school: pupils have to watch. Staff are also unpaid sales people.

A jeans company, for example, announced that children could go to the headteacher and get vouchers to save 25% off their next pair. In another case, headteachers signed up pupils for a trainer promotion that also offered educational benefits. David Tanzer, present president of Channel One, explained, 'Teachers are so desperate to make lessons relevant that if they can get people interested through a Reebok campaign, they'll do it.'

Meanwhile, the reporting between the adverts is bad. One American study of Channel One concluded that its viewers were no better informed than others in schools without Channel One.

But there was evidence that the advertising was working. Viewers were far more likely than others to agree that: A nice car is more important than school; Designer labels make a difference; Rich people are happier than poor people.

Distribution of money spent on advertising by country (1998)



Source: The European Advertising & Media Forecast, 1998