

Ted Talk: WHAT CONSUMERS WANTS
[https://www.ted.com/talks/joseph_pine_on_what_consumers_want/
transcript?language=en](https://www.ted.com/talks/joseph_pine_on_what_consumers_want/transcript?language=en)

Aim: To make students understand in which cases advertising is not mandatory

To help students to access this authentic piece of speech, I would use the following activities:

Activity 1

And THE NEXT WORD/COLLOCATION is:

Economic value Customer. Consumer sensibility. Good Easiest mistake. Advertise

Great experience. Companies. Business people. Authentic experience

Do you understand these words?

Activity 2

MAKE A QUESTION YOU THINK THIS TED-TALK COULD DIRECTLY ANSWER. Ask your partner.

NOW READ THE TRANSCRIPT AND THINK OF ANOTHER QUESTION. CHALLENGE YOUR PEERS TO FIND OUT WHETHER THEY UNDERSTOOD and THEREFORE CAN ANSWER IT.

Activity 3

DO YOU KNOW ANY OTHER COMPANY THAT DOES NO ADVERTISING AT ALL? WHAT MAKES THEIR PRODUCTS OR SERVICES UNIQUE? THINK ABOUT IT, DISCUSS IT WITH A GROUP OF FOUR AND SHARE IT WITH THE REST OF THE CLASS AFTER.