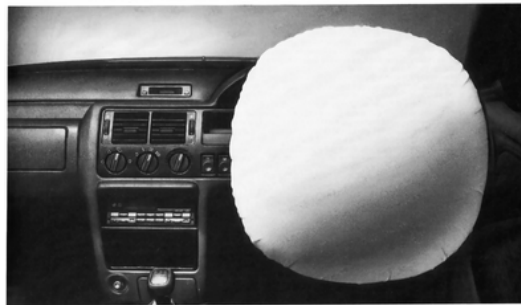




Unit 11

Reading Advertisement

Ford brings you the most significant advance in motoring safety since the seat belt...



The driver's airbag
How does it work?

If your vehicle has a frontal collision with something or something collides with the front of your vehicle at any speed over 18mph, electronic sensors detect and assess the crash.

These sensors trigger a chain reaction which inflates the airbag.

And within a fraction of a second, literally

quicker than the blink of an eye, the driver's airbag bursts out from the center of the steering wheel in time to cushion you from the impact.

The airbag begins to deflate the moment you hit it, thus helping absorb the impact.

The airbag doesn't replace the seat belt, and it's designed to work together with it, so it's still vital that you always wear one.

Subject, most of our cars will be fitted with

the latest front seat belt pretensioners that take up any slack and hold you tightly if they sense an accident happening.

We believe driver's airbags are so important that on all our new cars for 1994* we are making them standard. Starting with most models, right now.



Everything we do is driven by you.

*Vaux, Fiesta, Fiat and Cluster standard driver's airbag and optional passenger airbag available from January 1994 production. Other seat passenger airbags not available on Mondeo.

บทที่ 15

Reading Advertisement

สาระสำคัญ

การอ่านถือว่าเป็นทักษะที่สำคัญอย่างหนึ่งที่ใช้บ่อยในชีวิตประจำวัน ผู้อ่านได้รับความรู้เพิ่มขึ้นจากการอ่าน กลวิธีในการอ่านภาษาอังกฤษจึงเป็นสิ่งจำเป็นและสำคัญอย่างยิ่งสำหรับผู้เรียน โดยเฉพาะอย่างยิ่งกับสิ่งที่พบในชีวิตประจำวัน เช่น หนังสือพิมพ์ โฆษณา ป้ายประกาศต่างๆ เป็นต้น

จุดประสงค์การเรียนรู้

ความรู้

1. มีความรู้ความเข้าใจ เกี่ยวกับสื่อสิ่งพิมพ์ที่ใช้ในการโฆษณาทั่วไป และโฆษณารับสมัครงาน
2. พัฒนาทักษะการฟังเกี่ยวกับการหางานในสื่อสิ่งพิมพ์
3. พัฒนาทักษะการอ่าน โฆษณาและฝึกทักษะการพูดเกี่ยวกับคุณสมบัติของการประกาศงาน
4. ใช้ภาษาและอักษรย่อที่มีอยู่ในประกาศโฆษณาของสื่อสิ่งพิมพ์

ทักษะ

5. อ่านและจำแนกประเภทของสื่อโฆษณาจากการอ่านสื่อสิ่งพิมพ์ได้ถูกต้อง
6. ฟังและระบุเทคนิคการโฆษณาในสื่อสิ่งพิมพ์ได้อย่างเหมาะสมแต่ละประเภทของสื่อสิ่งพิมพ์
7. บอกความหมายและสนทนาเกี่ยวกับคุณสมบัติผู้สมัครงานตามที่ประกาศในสื่อสิ่งพิมพ์
8. เข้าใจและใช้คำเต็มของอักษรย่อในโฆษณาประกาศรับสมัครงานได้ถูกต้อง

คุณธรรม

9. สร้างลักษณะนิสัยของการมีความคิดริเริ่มสร้างสรรค์ในการฟัง การพูด การอ่าน และการเขียนเกี่ยวกับข้อมูลของสื่อสิ่งพิมพ์และส่งเสริมการรักการอ่านแก่ผู้เรียนในการค้นคว้าสื่อและใช้เทคโนโลยีที่เหมาะสม

เนื้อหาสาระ

1. Language Focus:

- 1.1 Type of advertisement
- 1.2 Language of Advertisement
- 1.3 Information Questions (Wh-question)

2. Worksheet

- 2.1 ใบงานที่ 11.1 Warm up: ทำแบบฝึกหัดฟังบทสนทนา Conversation 1-3 แล้วเลือกตอบคำถาม 3 ข้อ และ จับคู่ชนิดของ Advertisement
- 2.2 ใบงานที่ 11.2 ทำแบบฝึกหัดอ่าน Advertisement ต่างๆ แล้ววิเคราะห์ว่าเป็นชนิดใด
- 2.3 ใบงานที่ 11.3 ทำแบบฝึกหัดจับคู่อาชีพ และลักษณะงานที่ทำ และฝึกพูดบทสนทนาจากสถานการณ์ที่กำหนดให้
- 2.4 ใบงานที่ 11.4 ทำแบบฝึกหัดวิเคราะห์โฆษณาสมัครงานแล้วนำมาเขียนตอบตามหัวข้อ
- 2.5 ใบงานที่ 11.5 ทำแบบฝึกหัดเขียนโฆษณาขายรถยนต์ โดยใช้คำศัพท์ จำนวนที่กำหนดให้ มาเขียนให้เป็นโฆษณาที่เหมาะสมถูกต้อง

1. Language Focus:

1.1 Type of Advertisement

- Business opportunity
- Contract and Tender
- Medical and Health Care
- Tour and Travel
- Educations

1.2 The Language of Advertisement

No.	Vocabulary	Meaning
1	newspaper (noun)	- a set of large fold sheets of paper containing news, articles, pictures, advertisements, etc. printed on daily or weekly. (หนังสือพิมพ์) Ex. He usually buys a newspaper before going to work.
2	come across (phrasal verb)	- to meet someone or something by chance (พบโดยบังเอิญ) Ex. Have you ever come across such a horrible person in all your life?
3	include (verb)	- contain someone or something as a part (รวม) Ex. This price includes dinner, bed and breakfast.
4	accommodation (noun)	- a place for someone to stay, live or work in (ที่อยู่/ ที่พักอาศัย) Ex. Rented accommodation
5	property (noun)	- the thing or things that someone owns (ทรัพย์สิน)

		Ex. That's my personal property ! Leave it alone!
6	local (adjective)	- connected with a particular place or area, especially the place you live in (ท้องถิ่น) Ex. Plenty of local food can be found in this supermarket.
7	look for (verb)	- to try to find (ค้นหา) Ex. We've been looking for you everywhere. Where you been?
8	normally (adverb)	- usually (ตามปกติ) Ex. I normally leave the house at 8 o'clock.
9	for sale	ประกาศขายสินค้าต่าง ๆ
10	car for sale / Auto for sale	ประกาศขายรถยนต์
11	wanted	ประกาศแจ้งความจำนง เช่น ต้องการพนักงานขาย
12	- employment – position vacant	ประกาศรับสมัครบุคคลเข้าทำงาน
13	to let	ประกาศให้เช่าหรืออาคารต่าง ๆ
14	travel and holidays	โฆษณาเกี่ยวกับการบริการท่องเที่ยว
15	services	โฆษณาเกี่ยวกับการบริการต่าง ๆ เช่น ซ่อมแซมบ้าน รถยนต์
16	announcement	ประกาศแจ้งเหตุการณ์หรือกำหนดการณ์ต่างๆ บางครั้งใส่คำว่า events
17	educational	ประกาศข้อมูลเกี่ยวกับการศึกษา
18	entertainment	โฆษณาเกี่ยวกับการบันเทิง เช่น ละคร ภาพยนตร์

1.3 Information Questions (Wh-question)

- What do you do at weekend? - I usually read some magazines.
- When do you read the newspaper? - In the morning.
- Which advertisement do you find? - Job advertisement.
- How do you find it? - From the newspaper.
- Who always reads the announcement? - Ken does.

ใบความรู้ที่ 11

Wrap up: Here are some classified ad group headings.

- Personal Wanted:** - Personnel Wanted - EFL Teachers - English Teacher
- Teachers & Tutors
- Property Guide:** - Business Opportunities - Properties for Sale - Business for Sale
- Business Services - Galleries - Business Wanted
- House for Sale - Apartments or Houses for Rent
- House Agents - Business Premises - Land
- Housing Wanted - Real Estate Agents
- Sales and Services Guide:** - Pets - Article - Article wanted
- Building Materials - Schools & Universities - Items for Hire
- Tours and Accommodations:** - Tour & Travel - Travel Agents - Hotels - Airlines
- Autos:** - Autos for Sale - Auto Rentals - Autos Wanted
- Auto Repairs - Parts & Accessories -Boats
- Announcements:** - Personal - Announcements - Lost & Found
- Contract & Tenders - Churches - Birthdays
- Where to Lunch & Dine Out:** - Clubs - Restaurants - Coffee Shops
- Entrainment:** - Bars - Pubs - Discothèques - Massage Parloirs

Abbreviations used in the property section of ‘classified ads.’

brm / b/r	= bathroom	bath	= bathroom
refridge	= refrigerator	80 sqm.	= 80 square meter
Din rm	= dining room	A/C	= air – conditioner
8 th Fl.	= 8 th Floor	direct tel.	= direct telephone
150 sq.w	= 150 square wah	76,000 kms	= 76,000 kilometers

ใบงานที่ 11.1

Warm up: Listening

Exercise 1: Listen and choose the best answer.

Conversation 1: On the phone.

Receptionist: Classified section. Tina Suksawat speaking. May I help you?

Caller: I want to place an advertisement.

Receptionist: I'll put you through to Mr. Wong. He's our marketing manager.

Caller: Thank you.

Conversation 2: In an office.

A: Are you doing anything this weekend?

B: Well, I don't have any plans at the moment.

A: Do you play tennis or golf?

B: Golf? Yes.

A: Where would you suggest?

B: My wife said the other day about the new golf course. She saw the ads in the classified section. I'll phone her to find out more.

A: Great

Conversation 3: In the canteen.

A: Top place in town...pool and snooker....guaranteed fun and happiness.

B: What are you talking about Henry?

A: Look at this club (the speaker shows his friend classified ads..) Napoleon Club.

B: What's special about it?

A: Impressive place... I'm sure we'll have good fun there!

Questions

1. According to conversation 2, we can summarize that
 - a) the two speakers are old friends.
 - b) the two speakers have been working together for long time
 - c) the two speakers doesn't seem to know each other well.

2. Based on the information in conversation 3, we can summarize that the first man is reading some information about.....

- a) a new swimming pool
- b) a new club
- c) a new restaurant

3. Based on the information in conversation 1, the place where the receptionist works would probably be

- a) a police station
- b) a newspaper publishing
- c) a department store

Exercise 3: Listen and match the classified ads in column A. with the group heading in column B.

Answer	Column A.	Column B.
.....	4. English summer course	a. Auto for Sale
.....	5. leasing a shop house	b. Teachers & Tutors
.....	6. planning for holidays	c. Pets
.....	7. teaching math	d. Announcements
.....	8. selling a dog	e. Tour & Travel
.....	9. announcing the death of the General Manager	f. Special Courses
.....	10. buying a used car	g. Obituary



ใบงานที่ 11.2

Reading

Exercise 3: Match the advertisement with the topic given.

A

Last minute flight!
Daily : 24 Hours service immediately delivery
call 0-22557155-8

เปิดบริการจำหน่ายบัตรโดยสารเครื่องบินทุกสาย ที่โรงแรมในและต่างประเทศทั่วโลก
ในราคาถูกพิเศษกว่าบริการรถทัวร์ธรรมดาวันละ 6.00 น. - 24.00 น.

ALL AIRLINES, HOTELS, SIGHTSEEING BOOKING CENTER BOTH DOMESTIC AND
WORLDWIDE WITH FREE DELIVERY SERVICE AND DISCOUNT PRICE.
INBOUND AND OUTBOUND TOURS ARRANGEMENT.

Discount Air Fare (Prices excluded tax in some cities, please check)

HONG KONG	B 6,000	SINGAPORE	B 3,000	MANILA	B 4,500
MALDIVES	B 15,850	KUALA LUMPUR	B 3,300	TAIPEI	B 6,500
AUCKLAND	B 21,100	LOS ANGELES	B 25,700	EUROPE	B 21,650
SYDNEY	B 13,700	NEW YORK	B 37,700	SEOUL	B 15,000
TOKYO	B 9,500	OSAKA	B 18,600	DENPASAR	B 10,800

BUSINESS CLASS TO EUROPE B 51,500.-

SPECIAL YOBIYO FARE JAPAN - BANGKOK - JAPAN AND GROUP FARE.
Discounted Round the world ticket. Discounted First class and Business class fare.

ALL PRICES MAY BE CHANGED WITHOUT PRIOR NOTICE. *** 24 HOURS SERVICE

Contact: **BUSINESS AIR CENTRE**

2/10 Grand Business Inn Hotel Sukhumvit Soi 11 Bangkok 10110
Tel: 02 2557155-8, 02 6511871 Fax: 02 2557159, 02-2535296
Tel: 02 6504026-30 Fax: 02 6504031

Branch : International Flight Center (Prompong BTS's Station)
Tel: 02 6634606-7 Fax: 02 6634609

Branch : Travel Design Air / Sukhumvit Soi 19 Bangkok 10110
Tel : 02 651-1822-26 Fax : 02 651-1820
E-mail : info@airtraveldesign.com

E-mail : awbusinn@asiaaccess.net.th or info@aircentre.net
http://www.aircentre.netp



BUSINESS AIR CENTRE

B

The Regent's School, Bangkok
'Major Music Scholarships'

for the academic year of
2008-2009.

Candidates should have reached at least Grade 7 standard of the Associated Board (or equivalent) on their first study instruments and should also be able to offer a secondary instrument.

Scholarships are being offered for all instruments.

For further details about the application and audition process contact:

Email: enquiry@regents.ac.th
Phone: 02 690 3777 ext: 202 or 222

The deadline for application is: December 31st 2007.

The auditions will be held between 7th and 18th January 2008

C

Do you suffer from
BACK PAIN?

Spinal Disc Rehabilitation Center
provides Asia's only

Non-Surgical, Pain-Free
Procedure for:


- Herniated/Bulging Discs
- Degenerative Discs
- Sciatica

SDRC uses the latest drug free treatment which is effective, safe and designed for back, neck or leg pain.

Call **SDRC** now
02-259-5857
www.disc-rehab.com



D

 **GIA**
GEMOLOGICAL INSTITUTE OF AMERICA*
THAILAND

Graduate Gemologist Program (26 weeks)
Graduate Diamonds Program (7 weeks)
Graduate Colored Stones Program (19 weeks)
Jewelry Design Class (9 weeks)

Start on January 7, 2008
Mondays - Fridays 8:30-15:30

Learn about Gems & Jewelry:
From the world's foremost authority in gemology. Over 75 years history of excellence in education !!! Over 300,000 graduates worldwide.

Bisco Tower, 12th-13th Fl.
56/12 Sub Rd., Bangrak
Bangkok, Thailand
Tel: (02) 237-9575
Fax: (02) 236-9829
giathai@ksc.th.com
www.giathailand.com

E

Tenderloins Bar & Grill
Roast Turkey Dinner with all the Trimmings!

Every Day From Now Untill December 31st
900 Baht + / Students half price

All You Can Eat BBQ Buffet Every Sunday
12-4 pm Only 395 Baht +

9 Sukhumvit Soi 33, Bangkok www.tenderloins33.com Tel: 02.258 4529




-1. Education
-2. Tour and Travel
-3. Medical and Health
-4. Food
-5. Business Opportunity

ใบงานที่ 11.3

Reading and Speaking

Exercise 4: Look at the list of jobs. Match the job with the definition (a – j)

- | | |
|----------------------------|--|
|1. Teacher | a. Treats the sick. |
|2. Doctor | b. Write contract, advises companies on the law. |
|3. Secretary | c. Works for the government. |
|4. Accountant | d. Help people to learn. |
|5. Salesman | e. Usually works in a lab. |
|6. Research scientist | f. Serves in restaurant. |
|7. Civil servant | g. Files planes |
|8. Lawyer | h. Sells products. |
|9. Pilot | i. Checks financial results. |
|10. Waiter | j. Assists, word-professor, makes appointments |

Exercise 5: Ask your partner about the activities for more details. Follow the example.

Example:

A: Do you read sport magazine?

B: Yes, I do.

A: What sport do you like?

B: I like tennis.

A: How often do you play it?

B: Once a week.

1. Read business magazine? What? When?
2. Work on a computer? Where?
3. Entertain customer? In restaurant? How often?
4. Go on a trip? How often?
5. Take holiday? Where?

ใบงานที่ 11.4

Reading:

Exercise 6: Study this advertisement and write 1 – 5 identify its parts.

German-owned frozen food producer (with 4 plants in Europe) is market leader in the range of high-quality frozen foods convenience food, vegetables, fish and fruit - in Europe.

As we want to extend our worldwide sourcing we are looking for a

Purchasing Representative

for our sourcing office in Bangkok

Responsibilities:

- Procurement Market Research in (country)
- Solicitation of quotations for the central purchasing in Germany
- Evaluation and selection of appropriate suppliers
- Supplier development and relationship management, and coordination and planning of supplier audits
- Establishing and maintaining good rapport and teamwork with colleagues in Europe

Requirements:

- At least 5 year(s) of working experience in the food industry
- Good command of English and able to communicate effectively with suppliers and work independently as well
- Must be self driven and has a 'can do' attitude

Please include in your job application:

- Resumes
- Last drawn salary and expected salary
- Availability
- A recent photograph

German-Thai Chamber of Commerce
25th Floor, Empire Tower 3, 195 South Sathorn Road, Yannawa
Sathorn, Bangkok 10120 THAILAND
Tel +66(0) 2670 0600 ext. 3005 Fax +66(0) 2670 0603
Email: research@gtcc.org

รูปภาพ 11.1 หนังสือพิมพ์ Bangkok Post Saturday, December 15, 2007

1. Place of contact.....
.....
2. Fringe benefit.....
3. Qualifications.....
.....
.....
4. Position.....
5. Office Name.....

ใบงานที่ 11.5

Writing

Exercise 7: Suppose you want to sell your car urgently. Write a short advertisement. Give the brand name and model of your car, condition, price and any other necessary details as a guide.

1. The car needs to be sold **urgently**
2. Brand name: **BMW**
3. Model: **5201**
4. Color: **White**
5. Condition: **good**
6. Other details: **well maintained**
7. Price: **B 500,500**
8. Distance driven: **only 6,000 kms.**
9. Contact: **Khun Kamon Kulwadee**
10. Telephone: **0-2320-2950** Time: **Office hours**

Auto Sale

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

แบบทดสอบประจำหน่วยที่ 11

Read the rental of advertisements and choose the best answer.

A

*Big 2-bdm. 1-ba house
Unfurn. Stove, refrigerator
Quiet neighborhood.
Near school. \$ 400 mo. Rent.
\$ 300 deposit. Call 0-2481-9472*

C

*Unfurn 1-bdm apt.
414 Spencer St. near Fleet
Elementary, stove,
refrigerator
\$200 rent. Plus \$100
deposit.
Call 0-955-4123*

B

*Furn. 2 – bdm apt
69 A Avenue. Near downtown
No pets. Laundry. Parking.
\$ 350 rent. One mo's rent deposit.
Call 0-1555-9600*

D

*Frun. 1-bdm house.
412 South St. Close to
downtown.
Pets OK. All appliances.
Parking
\$ 300. Plus \$300 deposit.
Call 0-6481 - 7320*

The choice A / B / C / D / are for question 1 – 10

- 1. Which ads should you choose if you want rent a house which is near school?
- 2. Which ads should you choose a house that is close downtown?
-3. Somsri is looking for a big house.
-4. Jane is looking for a furnished apartment. Which ads should she choose?
-5. Dr. Prapon wants to be close to downtown and a big house. Which ads should he do?
-6. Joe wants a washer and dryer. Which ads should she choose?
-7. Nancy doesn't want to a live near downtown. Which ads should she choose?
-8. Jack wants an apartment with parking. Which ads should she choose?
-9. Noi has a dog. Which ads should she choose?
-10. You have a family. Which ads should you choose?

Answer

Exercise 1 1. C 2. B 3. B

Exercise 2 4. F 5. G 6. E 7. B 8. C 9. D 10. A

Exercise 3 1. B 2. A 3. C 4. E 5. D

Exercise 4 1. D 2. A 3. B 4. I 5. H 6. E 7. C 8. J 9. G 10. F

Exercise 5

1. A: Do you read business magazine?

B: Yes, I do.

A: What do you read?

B: I read fashion.

A: When do you read it?

B: At night.

3. A: Do you entertain customer?

B: Yes, I do.

A: What do you entertain him?

B: In restaurant.

A: How often do you entertain him?

B: Once a month.

1. A: Do you take holiday?

B: Yes, I do.

A: What do you take holiday?

B: At Chiangmai

2. A: Do you work on a computer?

B: Yes, I do.

A: Where do you work?

B: At my office.

4. A: Do you go on a trip?

B: Yes, I do.

A: Where do you go?

B: At Sarika water fall.

Exercise 6

1. Place of contact: **25TH Floor, Empire Tower 3, 195 South Sathorn Road, Yannawa Sathorn, Bangkok 10120 Thailand. (Email: research@gtcc.org)**

2. Fringe benefit: **Experience in food industry**

3. Qualifications: **5 years experience, good command of English, be able to drive**

4. Position **Purchasing Representative**

5. Office Name **German – Thai Chamber of Commerce**

Exercise 7

1. Urgently Sale 2. BMW 3. 5201 4. White color 5. Good condition
6. well maintained 7. 500,500 B. 8. only 6,000 kms. 9. Khun Kamon Daruneet
10. Tel: 0-2320-2950 / Time: Office hours

แบบทดสอบประจำหน่วยที่ 11

1. A 2. B 3. A 4. D 5. C
6. C 7. A 8. B 9. C 10. A