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SELP – Saudi English Lesson Plan

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Memorable Worldwide Ads

Ads are everywhere. From billboards along busy streets to the pop-ups on our favorite websites; they are an inescapable part of our daily lives. Some advertisements, however, manage to transcend borders and become global sensations. These ads don't just sell products; they leave a lasting impression on the minds of people around the world.

One such ad that made a significant impact worldwide was the Coca-Cola Christmas commercial. It had a catchy song and cute polar bears. Everyone liked it, no matter where they lived. Another global hit was the "Share a Coke" campaign by Coca-Cola. This simple yet brilliant idea of personalizing Coke bottles with popular names turned into a social phenomenon. People eagerly searched for their names and those of their loved ones. The campaign sparked a trend in personalization across various industries. Nike was a brand that told us to "Just Do It." This became a famous saying all over the world. People liked the message of working hard and not giving up. Apple made a cool ad in 1984. It showed a different future with their new computer. It played during a big sports event, the Super Bowl, and everyone talked about it.

1. Examples of places where ads appear are ----- and billboards.

(A) global (B) websites (C) advertisements (D) sensations

2. Ads are ----- part of people's lives.

(A) everywhere (B) important (C) inescapable (D) lasting

3. Some ads spread ----- and receive international views.

(A) borders (B) worldwide (C) sensation (D) impression

4. Some ads leave a permanent ----- on people.

(A) mind (B) sensation (C) product (D) impact

① Coca-Cola used cute bears to win people's admiration.

(F) (T)

② "Share a Coke" was an advertising slogan for Pepsi-Cola.

(F) (T)

③ Coca-Cola printed unique names on their bottles.

(F) (T)

④ After Coca-Cola, other companies have also personalized their products.

(F) (T)

⑤ The message behind "Just Do It" was to just buy Nike's products.

(F) (T)

⑥ Apple's "1984" ad appeared during the Super Bowl.

(F) (T)

The Irrational Fear

John Dickson was walking down the street with his friend Len when a cute, friendly, little squirrel ran over to them. Len knelt down and gave it a nut, but John froze and backed away in terror. Although the squirrel was clearly not a threat, John felt so terrified that his heart began pounding. He broke out in a cold sweat, and he felt like he was about to faint. Why did John have such an extreme reaction to such a harmless animal? John has a phobia of animals.

A phobia is an intense, irrational fear of a specific situation, activity, or thing that, in actuality, doesn't pose any true danger. People with phobias have a feeling of uncontrollable anxiety when they are exposed to the source of their phobia. This psychological reaction causes many physical symptoms. Some symptoms include shaking, rapid heartbeat, difficulty breathing, sweating, chest pains, dizziness, and a feeling of overwhelming anxiety. When a person has such physical reactions to something they fear, they are said to be having a panic attack. People with phobias feel such great distress when they encounter the thing they fear that they go out of their way to avoid such an encounter. People with phobias often know that their fears are irrational, but feel completely unable to control their fears. Sometimes a phobia has only a minimal impact on a sufferer's life.

However, there are treatments that can help people with phobias. While some people take medication to alleviate their phobias, many others go to counseling where they learn techniques to overcome their phobias permanently.

1. John Dickson was walking down the street with a -----
(A) neighbor (B) colleague (C) friend (D) stranger
 2. Len gave the ----- a nut.
(A) John (B) squirrel (C) friend (D) terror
 3. John's ----- started pounding.
(A) heart (B) head (C) hands (D) eyes
 4. John was terrified of a ----- animal.
(A) harmless (B) dangerous (C) extremist (D) fainted
-
- 1 A phobia is an irrational fear of something that may not pose any harm. (F) (T)
 - 2 People with phobias can't control their anxiety. (F) (T)
 - 3 Phobia's impact on people is only psychological. (F) (T)
 - 4 People with phobias don't believe that their fears are irrational. (F) (T)
 - 5 Phobias can't be medically treated. (F) (T)
 - 6 Som people go to counseling to overcome their phobias. (F) (T)

The Master Mind

The ability to move objects with the mind is known as telekinesis. It has long been speculated that people use only a small portion of their brains. It is said that if we used the full potential of our brain, we would discover that it has amazing abilities, including the ability to move objects without touching them.

One person famous for her alleged ability to use her brain this way was Nina Kulagina. Kulagina, a Russian housewife born in 1927, caused a sensation in the 1960s and 70s with her alleged mental powers. Kulagina demonstrated her ability in a number of experiments, many of which were filmed. In one experiment, she separated the yolk and the white of an egg dropped into a tank of water. In her most incredible experiment, Kulagina used her mind to slow a frog's heartbeat until it stopped completely.

Many in the scientific community are skeptical about whether Kulagina's powers were real or just a trick. However, many of these same people believe it is entirely possible for the brain to move an object—with the help of technology. For decades, scientists have been working on finding a way to make it possible for disabled people who do not have use of their hands to control devices with the brain. Recently, great progress has been made in this effort.

In 2004, a paralyzed 25-year-old man named Matthew Nagle became the first person to benefit from such technology. Nagle had a chip that could read his mind implanted in his brain and connected to a computer. The computer sent commands from Nagle's brain to various devices in his home. As a result, Nagle was able to do things like turn the lights in his home on and off, and open email, just by thinking about doing these things.

1. Moving objects with the mind is called -----

- (A) telekinesis (B) telepathy (C) telescopes (D) televisions

2. People use a ----- portion of their brains.

- (A) small (B) big (C) unique (D) distinctive

3. Nina Kulagina was a -----

- (A) teacher (B) scientist (C) artist (D) housewife

4. Many of Nina's ----- were filmed.

- (A) games (B) sensations (C) experiments (D) tricks

1 Nina stopped an egg from falling in a water tank.

(F) (T)

2 Nina retrieved the heartbeat of a frog after it had stopped completely.

(F) (T)

3 Scientists believed that Nina mind-controlled objects with the help of technology.

(F) (T)

4 Nagle had a chip inside his head in 2004.

(F) (T)

5 The chip inside Nagle's head was connected to his nerves.

(F) (T)

6 Nagle was able to turn the lights on and off just by thinking about it.

(F) (T)