

1 Advertising and critical thinking

- nouns
- Inferring relationships between sentences
- Nominalisation
- Reading in detail

Listening and speaking

- Pros and cons of group work
- Getting an opportunity to speak in a group discussion

Writing

- Writing a summary
- In-text referencing conventions

Reading

1 Reading critically

A critical reader questions the information and points of view presented by the writer in a text. An uncritical reader simply accepts what is said in a text as correct.

1.1 Answer these questions and then discuss your ideas in pairs.

- 1 Why is it important to be able to read critically in your academic studies?
- 2 In your previous academic studies, were you expected to read critically?

1.2 a You are going to read critically two extracts on the topic of the consumer society. Before you read, discuss what 'consumer society' means to you.

b Read Extract A and then discuss questions 1–6 below.

Extract A

The social value of brands

The rise of the consumer society is frequently blamed for many ills but rarely praised for its principal social contribution: generating the wealth that pays for and sustains social progress. Long-term improvements in health, education, living standards and opportunities depend on wealth creation. Strong economic growth goes hand-in-hand with strong, recognisable brands: no brand, no way to create mass customer loyalty; no consumer loyalty, no guarantee of reliable earnings; no reliable earnings, less investment and employment; less investment and employment, less wealth created; less wealth created, lower government receipts to spend on social goods (see Figure 4.1). This is the most basic, and arguably the most valuable, social contribution that brands make.

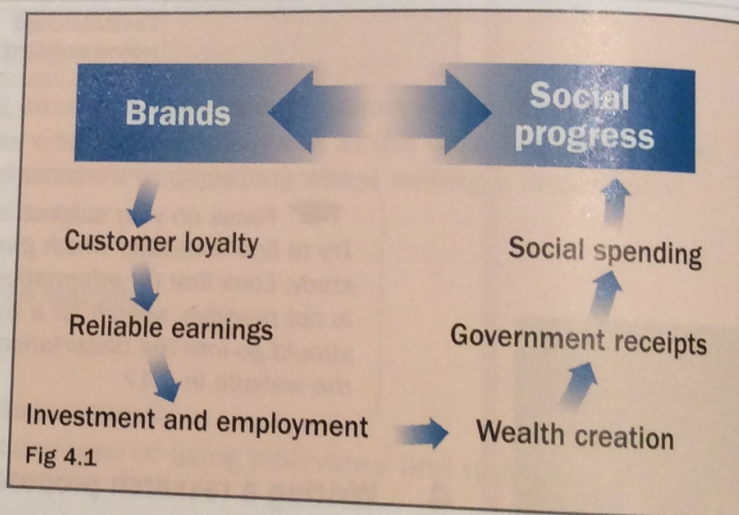


Fig 4.1

Gibbons, G. (2009). The social value of brands. In R. Clifton, et al. (eds) *Brands and branding* (2nd edn) London: Profile Books.

- 1 Does the title of the publication tell you anything about the writer's position?
- 2 What general position does the writer take in the extract?
- 3 What claims are made that lead the writer to this position?
- 4 Does the writer provide any supporting evidence for claims?
- 5 What alternative positions are there and does the writer acknowledge these?
- 6 Are you persuaded that the writer's position is correct?