

Introduction

Professionals Podcasts from LearnEnglish help you to improve your English for your career in the workplace, and cover a large number of business and work themes. They are suitable for learners at intermediate to advanced level.

This support pack contains the following materials:

- two listening tasks
- the article

Task 1: Listening

The following words or phrases are taken from the listening text. Listen to the recording and arrange the words or phrases in the order that you hear them.

Phrases	Order
a. buzzwords	
b. viral marketing	
c. people at random	
d. display advertisements	
e. monitor internet trends	
f. email providers	
g. a funny animation	
h. unwanted emails	

Task 2: Listening for detail

Listen for detail – listen again and choose the correct answers.

1. Viral marketing is using the power of _____ to advertise a product or service.	a. television b. the internet c. websites
2. The speaker says that the most famous example of viral marketing is _____.	a. Hotmail b. Yahoo c. Messenger
3. Other examples of viral marketing are _____ that people send to you.	a. games and jokes b. plays and animations c. games and animations
4. The original idea of viral marketing was that it was _____.	a. free b. very cheap c. expensive
5. The host of the show says that his listeners are concerned about _____.	a. computer viruses b. unwanted emails c. email scams
6. The main difference between viral marketing and spam is that viral marketing _____.	a. is random b. pays people c. provides a service
7. One company in the US uses viral marketing that is similar to spam because it _____.	a. uses a view bar b. pays people to look at adverts c. encourages people to send unwanted emails

Transcript

P = Presenter, M = guest on radio show

- Now, one of the latest buzzwords in e-commerce is 'viral marketing' – using the power of the internet to advertise a product or service. I'm joined in the studio today by Michael MacAulay of the buzz.com website which monitors internet trends. Michael, what exactly is 'viral marketing'?
- P** Hi, Tony. The idea of viral marketing is basically that the internet does your advertising for you. A good example is internet email providers like Hotmail or Yahoo. Every time someone sends you an email using a Yahoo address you get that little 'Do you Yahoo?' message at the end – basically advertising what Yahoo does, while still providing you with the service – the message you've received.
- M** But it's not limited to internet email providers, is it?
- P** Not at all. Hotmail is perhaps the most famous example, but there's lots and lots of stuff on the web that can be seen as viral marketing. You might get sent, for example, a little game to play on your PC or a funny animation, something like that. More often than not, they're advertising a product or an event. The initial idea of viral marketing was that it cost next to nothing – great for ventures without a huge start-up budget – but I suspect there's quite a lot of money spent on this sort of thing now.
- M** And presumably the idea is that people like the game, or animation or whatever and send it on to their friends.

M Exactly – it spreads like a virus.

So far so good, but the word 'virus' is quite a negative one. I know from the

P emails we receive on the programme that a lot of our listeners are very concerned about the amount of unwanted emails – 'spam' as it's known – they already receive. Isn't viral marketing just another form of spam?

It's a good point, Tony. The vital difference between viral marketing and spam is that one is providing a service and the other isn't. Viral marketing relies on people sending things on to their friends and family. Spam is sent to thousands of people at random. So they're very different. Having said that,

M the line does begin to get a bit blurred in places. There's the example of the company in the US that paid people – 50 cents an hour, I think – to let the company's viewbar display advertisements on their screens. However, the company also paid people 10 cents an hour if they sent the 'viewbar' to another person who allowed the ads onto their screen. Now that can be seen as encouraging people to send unwanted emails.

Answers

Task 1

- a: 1
- b: 2
- c: 7
- d: 8
- e: 3
- f: 4
- g: 5
- h: 6

Task 2:

- 1: c
- 2: a
- 3: c
- 4: b
- 5: b
- 6: c
- 7: c