A. **Describe the Picture**

Describe the picture briefly.

B. **Self Expression**

Use the following expressions to answer the questions.

- Agree
- Disagree
- Not sure

Marketing is a creative project.

Marketing is always about selling.
## C. Words and Expressions

Check the pronunciation, meaning and usage of the words with your tutor.

<table>
<thead>
<tr>
<th>Words and Expressions</th>
<th>Example Sentence</th>
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</thead>
<tbody>
<tr>
<td>establishment</td>
<td>That establishment has been in business for 50 years.</td>
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<tr>
<td>ironic</td>
<td>It's ironic how he's very smart, yet he can't even tie his shoes.</td>
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<tr>
<td>man (verb)</td>
<td>I'll man the phone while you’re on your break.</td>
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<tr>
<td>peck</td>
<td>The bird pecked his head.</td>
</tr>
<tr>
<td>promote</td>
<td>We have to promote our new product as soon as possible.</td>
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<tr>
<td>revolutionize</td>
<td>The internet has revolutionized communication.</td>
</tr>
<tr>
<td>silly</td>
<td>Her husband keeps coming up with silly names for the baby.</td>
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</tbody>
</table>
The internet has indeed revolutionized marketing. An establishment has commissioned a chicken to man its Twitter account. The restaurant management has placed a computer in a chicken’s henhouse and this chicken has been updating the restaurant’s Twitter feeds. The chicken writes and sends its tweets by pecking or walking over the keyboard. Not surprisingly, the contents of its tweets are composed of silly series of characters. What's ironic is, this chicken is promoting a restaurant that serves chicken as its specialty.

1. According to the article, what has the internet revolutionized?

2. What has an establishment commissioned a chicken to do?

3. How does the chicken produce its tweets?

4. What is ironic about the chicken’s activity?
E. Dialogue practice

Give a proper response to each of the following statements.

A: What do you know about marketing?

B: ________________________________.

A: Give an example of an advertisement that can easily be remembered.

B: ________________________________.

A: How has the internet improved marketing and advertising?

B: ________________________________.

A: What role does communication play in promoting a product?

B: ________________________________.