

➤ Study the following words and their definitions with your tutor.  
Then, construct your own sentences using each word on the list.

Word/Expression	Definition	Sample Sentence
idiom. <b>corner a market</b>	to dominate a particular market	Construct a sentence using “ <b>corner a market</b> ”,
adv. <b>perhaps</b>	used to express uncertainty or possibility	Construct a sentence using “ <b>perhaps</b> ”.
n. <b>venture</b>	a risky undertaking	Construct a sentence using “ <b>venture</b> ”.
phrasal verb. <b>catch on</b>	to understand what is meant	Construct a sentence using “ <b>catch on</b> ”.
phrasal verb. <b>draw up</b>	prepare a plan, proposal, agreement or document in detail	Construct a sentence using “ <b>draw up</b> ”.

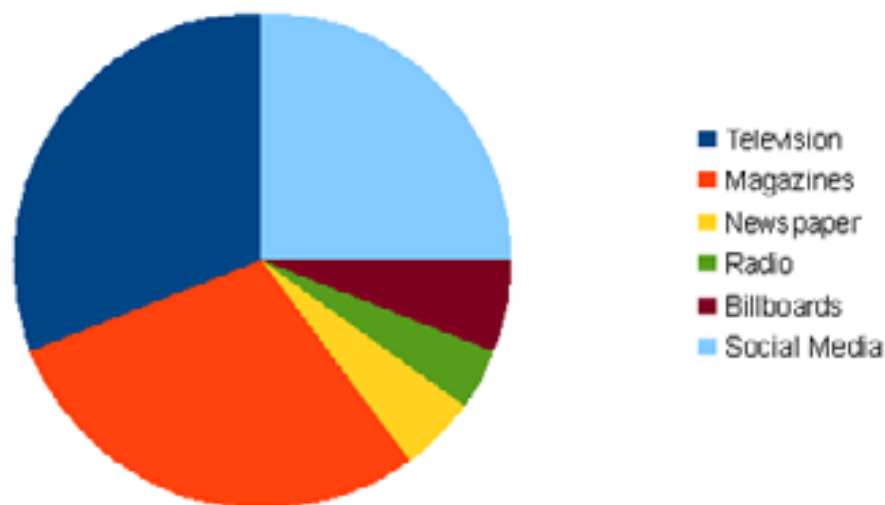
- Listen to your tutor as he/she reads the text.  
Study and interpret the given data. Then, discuss with your tutor.

You are a business unit director in an advertising agency. Your client asked you to present the media habits and consumption of the target market of his product. The information will be useful in creating strategies and tactics for the upcoming advertising campaign of his product. The target market of the product is the group of males from class ABC ages 18 to 35 years old.

Make sure to follow the format below in your presentation.

- introduce the general idea
- enumerate main points
- make a conclusion

Media Habits and Consumption  
Males ABC 18-35 y/o



- Read the passage below silently. Then, discuss with your tutor.  
In your discussion, talk about how you would deal with the situation.

(For the upcoming advertising campaign of his product as shown in the graph in Activity 2)

During your presentation, your client asked for your recommendation. Propose the top 3 most appropriate media for the latest advertising campaign of their product based on the media habits and consumption of the target market.

➤ Read the text silently. Express your opinion on each statement in 4-5 sentences.

- ▶ I practice my presentation.
- ▶ Reading notes while doing the presentation is good.
- ▶ I should make an eye contact with my audience.