**Sample Listening Piece #1: “Millennial Drivers” by Bruce Chambers**

<http://www.theadguy.ca/podcast/millennial-drivers.html>

1. What according to the speaker is the main reason why millennial teenagers are choosing not to drive?

 (A) environmental concerns

 (B) helpful parents

 (C) technological advancements

(D) too expensive

2. Which marketing strategy is used in the Chevrolet Cruze with MyLink System ad?

 (A) bandwagon

 (B) emotional appeal

 (C) snob appeal

(D) testimonial

3. How is the Toyota and Teen Vogue Magazine Arrive in Style ad campaign different?

 (A) partners with iTunes

 (B) partners with film industry

 (C) promotes Entune system

(D) promotes safety

4. According to the speaker, what is the biggest concern for modern day car company marketers?

 (A) becoming obsolete

 (B) finding new media

 (C) Google’s new product

(D) product placement

5) Identify the main point of “Millennial Drivers” and discuss two pieces of evidence from the piece that support this main point.

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**Sample Listening Piece #2: “Want to be an activist?” by McKenna Pope**

<http://www.ted.com/talks/mckenna_pope_want_to_be_an_activist_start_with_your_toys>

1. According to the speaker’s description, what is the primary marketing strategy used by Hasbro?

 (A) celebrity endorsement

 (B) gender/sex appeal

 (C) name calling

(D) shock appeal

2. The speaker’s statement that “only girls are supposed to cook, boys aren’t” is

 evidence of what in Hasbro’s marketing?

 (A) caption

 (B) endorsement

 (C) propaganda

(D) subtext

3. According to the speaker, what was one of the biggest obstacles she faced?

 (A) being ignored by Hasbro

 (B) lack of signatures

 (C) media attention

(D) personal criticism

4. Which is a primary message of the speaker for those wanting to achieve their goals?

 (A) create a network

 (B) defend yourself

 (C) ignore the haters

(D) utilize media

5) What was the speaker in “Want to be an activist?” able to accomplish? Discuss two specific ways in which she was able to do so.

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**Sample Listening Piece #3: “The Real Spirit of The Games” by Rex Murphy**

<http://www.cbc.ca/player/play/2438635319>

1. What, according to the speaker made the Sochi Olympics different from the beginning?

 (A) Canada’s dominance

 (B) excellence set in Putin’s Russia

 (C) Russia’s dominance

(D) they are set in Ukraine

2. Murphy uses which device in describing the Canadian ski coach who wanted his

 opponent to “have dignity”?

 (A) allegory

 (B) alliteration

 (C) allusion

(D) apostrophe

3. Murphy’s statement that “nobility is still a term” is an example of what?

 (A) oxymoron

 (B) paradox

 (C) sarcasm

(D) stereotype

4. Which word best captures Murphy’s tone in the piece?

 (A) appreciative

 (B) bewildered

 (C) confident

(D) disappointed

5) Why is the piece called “The Real Spirit of The Games”? Discuss two specific references made by Murphy that make this a suitable title.

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