



Advertising

Task: Publicity Stunts

Activity 1: Listening

Welcome to a practice listening task for the GESE 11.

You are going to hear a talk about **Vladimir Putin's Publicity Stunts**. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

Audio Script

It isn't enough to be president these days, you also have to be a showman while doing it. If you don't believe me, just simply take a look at Vladimir Putin, that has a list of things us mere mortals have yet to do.

First and foremost, these days he is well-known in the press through his authoritarian style of leading, within and out of Russia, but back in the day he has gone from being a KGB spy all the way up to the **highest possible level** of converting into president. Notwithstanding, his early life certainly led him into that direction. One of three surviving children of his parents, he was raised in a communist household, growing up in communal housing. He **must have been** very special to his parents after the loss of their two other children. **Not only was his father a party member, but also his grandfather used to be the chef of Stalin.** Therefore, the environment that he grew up in **totally** fostered faith in the soviet model. There is no doubt the influences that he had in his life due to his family. **If Vladimir Putin had been raised in a different environment, time and place, he would be a different man today and not the one we have witnessed in the press, on the news and in newspapers.** It is **incredibly** mind blowing what we have been able to see Vladimir Putin do in front of the cameras.

Vladimir Putin was able to use the press to his advantage. He shows himself as being one of the **strongest and most undisputed leaders**, placing himself on top of the hierarchy. He has done some over the top and **jaw-dropping** things, and one example of this would be to hire boys to men, to motivate the Russian population to have three children per family, so that Russia could have more political dominance through a considerable increment in population. On another account, Putin is well-known for his shirtless press taking photos. He has been seen riding an **extremely** impressive looking horse while on a camping trip that he took through Siberia, where he was also seen building a fire and swimming laps in that of the Siberian lake. He has been quoted as not feeling that he has anything to hide when he is on vacation and that's why he has been caught so easily with his shirt off. Another thing that he has been noted for, that most animal activists would find worrisome at best, are a series of scenes with Vladimir Putin against the animal world. He has been seen shooting a whale for skin samples, putting a tracking collar and hugging a polar bear and releasing a leopard back into the wild. In addition to this, the camera was able to capture Vladimir Putin shooting a magnificent Siberian Tiger with a tranquilizer gun, which had escaped a trap and was going to attack the camera crew. So here, he has been seen saving the day. In addition to

this, surprisingly enough, the Russian President also became a viral hit, when for a charity event he sang "Blueberry Hills", having been seen by a high-profile audience, which included popular American celebrities, which he did relatively well since he was able to hit all the notes.

When it comes down to it, and I may be wrong, but Vladimir Putin has a great talent in absolutely using the press to his convenience. He has done this so much, that we have even heard he has tamed a bear shirtless, as well as seen pictures of this very thing! However, little did we know that they were just fakes, as he claims that this is not true in spite of there being pictures. You never know though, just maybe in the future we will see if Vladimir Putin decides to take up that very challenge!

Can you tell me in one or two sentences what the speaker was talking about?

Now listen to the talk again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me about the point of view of the speaker, the live events and press events of Vladimir Putin.

Now tell me about the point of view of the speaker, the live events and press events of Vladimir Putin. You have one minute to talk.

This is the end of the listening task.

Answers:

Point of View	<ul style="list-style-type: none"> ● great talent for using the press to his convenience
Vladimir Putin's life events	<ul style="list-style-type: none"> ● KGB spy to president ● One of three surviving children ● Father was a party member and grandfather was chef to Stalin ● Environment fostered faith in the soviet model
Vladimir Putin press events	<ul style="list-style-type: none"> ● Use press; strong and undisputed leader, on top of the hierarchy ● Hiring Boys to Men to encourage population growth ● Shirtless pictures: horse-riding, making a fire, swimming laps in the Siberian lake ● Animal world: shooting a whale, tracking collar and hug a on polar bear, release leopard in the wild, shooting a Siberian tiger with a



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	<p>tranquilizer gun and saving camera crew</p> <ul style="list-style-type: none">• Viral hit; singing "Blueberry Hills" for a charity event
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Marks: +_ / +10