

Unit 1: The World of Advertising

The Story of Anna and the New Shoes

Keywords

assume	behavior	brand	income	industry
label	prevent	stock	trend	warn

Once upon a time in a small town, there was a young girl named Anna. Anna was excited because her birthday was coming, and she wanted new shoes more than anything. Her old shoes were worn out, and she dreamed of a shiny new pair to wear to school. Anna loved shopping, especially for shoes. She always noticed how the shops used pretty signs and catchy songs to get customers. This was the world of advertising.

One day, Anna saw a beautiful pair of shoes in an online ad. They were bright red and from a very popular **brand** called ‘StarWalk’. Anna had seen many ads for StarWalk. They always showed happy people wearing their shoes. Anna thought, “If I wear StarWalk shoes, I’ll be happy too!” This is what we call an assumption. Anna watched the ads full of happy people and she **assumed** that she would be happy, too. The ads said they were the best shoes in the world. Anna thought, “I must have those shoes for my birthday!” Anna had saved some money from helping her parents around the house. She counted her money and realized it might not be enough for those expensive shoes.

The next day, Anna went to the big city to find the shoes. She visited several stores, and finally, she found the red shoes from the ad. Anna tried them on, and they looked as beautiful as she had imagined. Anna loved the red and white **label** of the StarWalk brand.

Anna checked the price and sighed. The shoes were very expensive. She remembered her parents telling her to be careful with money. They said, “Anna, we need to save money for important things. Don’t spend too much on things you don’t need.” This was about **income**. **Income** is the money people earn from their jobs. Anna’s family didn’t have a high **income**, so they had to be careful with their spending.

Then, Anna noticed something interesting. Next to the expensive StarWalk shoes, there was a similar pair without a famous **brand** name. These shoes were much cheaper. Anna realized that sometimes the **brand** can make things more expensive. A **brand** is the name of a company that makes products. People often think that famous **brands** are better, but that’s not always true.

These were also red and looked quite nice, but they didn’t have a famous **brand** name or a high price. Anna tried them on and found them to be very comfortable, just as comfortable as the StarWalk shoes. She walked around the store, and with each step, she liked them more and more. She thought to herself, “These shoes feel good, and they’re much cheaper than the StarWalk shoes. I can buy them with my own money and still have some money remaining.”

She decided to buy them. She was happy because she had learned something important about consumer **behavior**. Consumer **behavior** is the way people act when they are buying things. The advertising **industry** tries to influence this **behavior** to make people buy certain products.

At home, Anna’s mother was pleased with her choice. She said, “Anna, you made a good decision. You **prevented** yourself from spending too much.” Anna had stopped herself from spending too much money. Anna’s mother also talked to her about **trends**. A **trend** is something that becomes popular in a short time. “Shoe styles change quickly,” her mother

said. "What is fashionable today might not be in fashion tomorrow. It's better not to follow every **trend**."

The next week at school, Anna's friend Lily came in wearing the expensive StarWalk shoes. Lily looked unhappy. "I wish I hadn't bought these," she said. "I spent all my savings, and now they are not as comfortable as I thought." Anna felt sorry for Lily. She decided to **warn** Lily about following **trends** without thinking. Anna said, "Lily, it's okay. We all make mistakes. Next time, maybe think more about what you really need before buying something just because it's popular."

Finally, Anna learned about **stock**. **Stock** refers to the goods or merchandise kept in a shop available for sale. When Anna returned to the store later, she saw that the StarWalk shoes were no longer in **stock**. This meant they were all sold out. But Anna didn't mind. She was happy with her shoes, which were just as good and much cheaper. And so, Anna enjoyed her birthday with her new shoes, which were not only comfortable but also taught her about advertising, consumer choices, and finding joy in the simple things.

This story teaches us about the advertising **industry** and how it can affect our choices. It's important to think carefully and not **assume** that expensive or popular things are always the best. We should make decisions based on what we really need and what we can afford.

Questions

1. What did Anna want for her birthday?
 - A) A new dress
 - B) A new hat
 - C) A pair of shoes
 - D) A bicycle
2. Why did Anna want new shoes?
 - A) Her old shoes were too small.
 - B) Her old shoes were worn out.
 - C) She lost her old shoes.
 - D) She never had shoes before.
3. What brand of shoes did Anna see in the advertisement?
 - A) MoonRun
 - B) SkyRun
 - C) SunJog
 - D) StarWalk
4. What assumption did Anna make about the StarWalk shoes?
 - A) They would make her run faster.
 - B) They would make her happy.
 - C) They were the cheapest shoes.
 - D) They were uncomfortable.
5. Why were the StarWalk shoes expensive for Anna?
 - A) She wanted to buy many pairs.
 - B) She had saved a lot of money.
 - C) She had a high income.
 - D) Her savings were not enough.
6. What lesson did Anna learn about brands?

- A) All brands are expensive.
 - B) Brands always guarantee quality.
 - C) Brands can make things more expensive.
 - D) Non-branded items are not good.
7. What did Anna decide to buy instead of the StarWalk shoes?
- A) A similar, cheaper pair of shoes
 - B) A different expensive brand
 - C) Nothing at all
 - D) The most expensive shoes in the store
8. What is consumer behavior?
- A) The way people act when they buy things
 - B) How companies make products
 - C) How people save money
 - D) The study of advertisements
9. Why was Lily unhappy with her StarWalk shoes?
- A) They were too big.
 - B) They were not as comfortable as she thought.
 - C) They were the wrong color.
 - D) They were too cheap.
10. What did Anna warn Lily about?
- A) Spending too much money
 - B) Losing her shoes
 - C) Following trends without thinking
 - D) Buying too many shoes

Vocabulary Review

assume: to believe something is true without full information

Example: *Anna watched the ads full of happy people and she **assumed** that she would be happy, too.* (Paragraph 2)

behavior: the way people act

Example: *She was happy because she had learned something important about consumer **behavior**.* (Paragraph 7)

brand: the name of a company that makes products

Example: *They were bright red and from a very popular **brand** called 'StarWalk'.* (Paragraph 2)

income: money earned from work

Example: *Anna's family didn't have a high **income**, so they had to be careful with their spending.* (Paragraph 4)

industry: a group of companies that make the same kind of product

Example: *The advertising **industry** tries to influence this behavior to make people buy certain products.* (Paragraph 7)

label: the name or symbol of a company that produces goods for sale

Example: *Anna loved the red and white **label** of the StarWalk brand.* (Paragraph 3).

prevent: to stop something from happening

Example: “Anna, you made a good decision. You **prevented** yourself from spending too much.” (Paragraph 8)

stock: goods kept for sale in a shop; part of a company that people can buy and sell

Example: When Anna returned to the store later, she saw that the StarWalk shoes were no longer in **stock**. (Paragraph 10).

trend: something that becomes popular in a short time

Example: Anna’s mother also talked to her about **trends**. (Paragraph 8)

warn: to tell about a possible danger or problem

Example: She decided to **warn** Lily about following trends without thinking. (Paragraph 9)