

IELTS LISTENING – Presentation Discussion S40T3



IELTS LISTENING Presentation Discussion listening practice test has 10 questions

Joe: Hi, Martin. Hi, Angela.

Martin: Hi, Joe.

Angela: Yeah, Hi, Joe. So you really worried about your presentation? The one about names?

Joe: I am. Well, you know your stuff on names pretty well, So it's just a question of selecting what you want to use. That's right. But there's so much you don't have to include everything. Let's start somewhere. Well, for example, Q₂₁ **there's a lot to discuss about people's names in terms of culture.**



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Angela: It would be a good way to start bringing in issues of religion, society.

Joe: I thought so.

Martin: As long as you can keep it concise. Since it's potentially a large area.

Joe: I'll pick out some key points.

Angela: Good. Now that will tend to be about differences. Q₂₂ **What about something on ways in which naming practices they are often similar across different languages?**

Joe: **Umm.. that sounds good.**

Martin: I'm not sure how much I could say that's really about just names are not really general language.

Angela: Maybe you need to give that some more thought.

Martin: Yes, I'm not ruling it out. Well, what about what first names mean?

Joe: That's got to be specific. Two languages or language groups?

Martin: Yes, there are all sorts of different principles at work. It's a rich area for discussion.

Angela: And you can present lots of examples.

Martin: It would mean a good slide or two. I'll enjoy making those up.

Joe: Q₂₃ **Don't forget to put our names in.**

Martin: No. Okay. Right where we got up to. Yes, Now there's the question of place names.

Angela: Ones where Q₂₄ **the name of the place is the word for the situation. Like something to do with sea or mountain, etc.**

Martin: **Yes. People often don't realize the origin.**

Joe: **It sounds like it's just a translation issue to me.** Don't you think you might give that a miss?

Martin: Given the time limit? Perhaps you're right.

Angela: You need something on place names. Could you get history in?

Martin: Actually, the way migrants often used to name places after somewhere in their country of origin is interesting.

Joe: Sounds a bit narrow to me.

Martin: Well, I'd hoped to build it up a bit.

Angela: Perhaps you should make a final decision on that later.

Martin: Okay, I'll see how the rest of it goes first.

Joe: Is that the lot?

Martin: No. There's still country names, the origins of those. I think that's an interesting area.

Angela: Yeah, because it's something we often don't think about.

Joe: It would be a way to bring in various aspects history certainly.

Martin: I could project a map of the world and have people match the original meanings to the countries.

Angela: well, that seems to be a foregone conclusion.

Joe: Fine.

Martin: Yes I'm feeling clear already.

You know, there's another aspect that I think I'll cover.

Joe: Yes

Martin: brand names.

Angela: Isn't that more to do with business studies?

Martin: Well, international companies are finding it increasingly important to have brand names that could be used in many different countries.

Joe: Oh, so they can advertise the same product everywhere?

Martin: Yes, and it seems that brand names are very special in our brains.

Angela: How so?

Martin: Well, there was a research study recently carried out on a group of about 50 students. They showed them 108 words and the students had to say whether they recognized them as real words or not. The list included all mixed-up, ordinary nouns, brand names, and Q₂₇ **meaningless words**, and they were shown all the words quickly, and the brand names seemed to be recognized strongly and in the emotional right-hand side of the brain. It was interesting that the brand names were recognized more readily if they were displayed in Q₂₈ **capital letters** rather than lowercase something which doesn't apply to normal words.

Joe: How strange. What else did the researchers find out?

Martin: Of course, it's a relatively small study, but they suspect that other visual features apply and so for example, Q₂₉ **color** has a major effect in helping us to store brand names in a special way in our brains.

Angela: I suppose that's logical, but what do you will they mean by a special way?

Martin: I'm not saying I understood everything about this study, of course not, but they seem to be saying that the power of brand names is that the conjure up a range of Q₃₀ **associations** inside our brains, more so than ordinary words or names do.

Joe: I guess this is great news for international companies. Potentially certainly

Martin: Though exactly what they...

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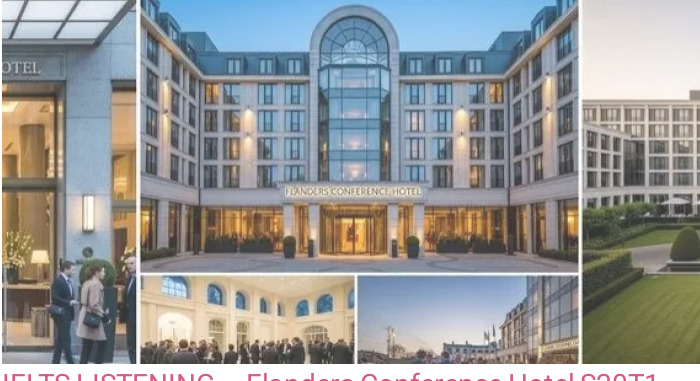
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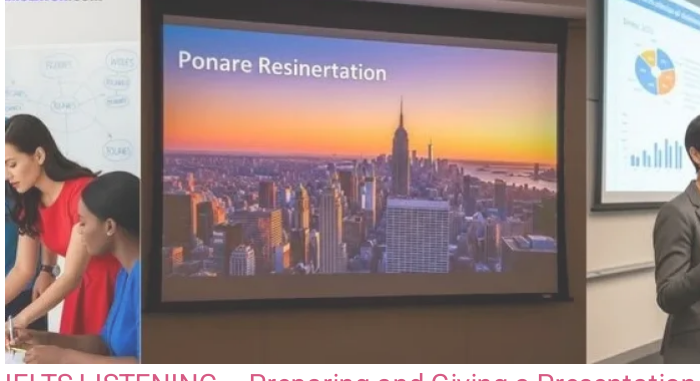
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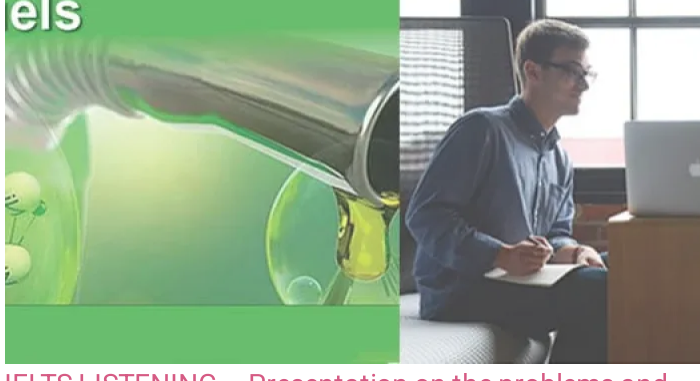
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