



# En pantalla

Hispanics form the largest minority group in the United States, and, by the year 2050, one in four Americans will be Hispanic. Viewership of the two major Spanish-language TV stations, **Univisión** and **Telemundo**, has skyrocketed, at times surpassing that of the four major English-language networks. With Hispanic purchasing power estimated at one trillion dollars for 2007, many companies have responded by adapting successful marketing campaigns to target a Spanish-speaking audience. Turn on a Spanish-language channel any night of the week, and you'll see ads for the world's biggest consumer brands, from soft drinks to car makers; many of these advertisements are adaptations of English-language counterparts. Bilingual ads, using English and Spanish in a way that is accessible to all viewers, are also becoming a popular alternative during events such as the Super Bowl, where advertisers want to appeal to a diverse market.

## Vocabulario útil

no tiene precio	priceless
naranjas	oranges

## Emparejar

Match each item with its price according to the ad.

**¡Ojo!** (Careful!) One of the responses will not be used.

- |                              |                  |
|------------------------------|------------------|
| _____ 1. pelota de cuero     | a. tres pesos    |
| _____ 2. pelotita de tenis   | b. ocho pesos    |
| _____ 3. un kilo de naranjas | c. doce pesos    |
|                              | d. treinta pesos |



## Un comercial

With a partner, brainstorm and write a MasterCard-like TV ad about something you consider priceless. Then read it to the class. Use as much Spanish as you can.

pelota ball cuero leather Que haya To have ilusión hope después de after

## Anuncio de MasterCard



Pelota° de cuero°...



Pelotita de tenis...



Que haya° una ilusión° después de° Diego...

recursos

vText



descubre1.vhlcentral.com



Practice more at [descubre1.vhlcentral.com](http://descubre1.vhlcentral.com).