**VOCABULARY**

1. **Write one of these words to complete each sentence.**

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| **action / catchy / grabbing / exotic / desire / attention / original / strong / catching / persuasive** |

1. This advert isn’t attention-**grabbing**. We need something more noticeable and memorable.
2. Her picture on the advert makes it very eye-**catching**.
3. Coca-cola has always been good at coming up with a **catchy** slogan.
4. Benetton adverts always use **strong** images of people. Sometimes they can be quite shocking!
5. For any advert to work, it must get the customer’s **attention**.
6. An advert has to get your interest and create a **desire** for the product.
7. The final part of the formula AIDA is that buyer takes **action**.
8. I don’t think many TV commercials are **persuasive**. They’ve never convinced me to buy anything.
9. A good advert shows normal things in an **original** and completely new way.
10. When I first saw the advert I thought it was about holidays on an **exotic** beach but it turned out to be about chocolate!
11. **Some people are talking about different methods of advertising. Write the correct method after each sentence.**

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| --- |
| **word-of-mouth / TV commercials / leaflet / endorsement / poster / radio spot / side of bus** |

1. ‘I heard about it from my neighbour.’ \_**word-of-mouth**\_\_\_\_\_\_\_\_\_\_\_\_
2. ‘There’s one on the wall advertising the event. It’s on Tuesday at 7.’\_\_\_**poster**\_\_\_\_\_\_\_\_\_\_
3. ‘I hate the way they come on and interrupt just when you’re in the middle of a good movie.’ \_\_**TV commercials**\_\_\_\_\_\_\_\_
4. ‘Someone just handed me this in the street. Normally I throw away but this one is quite interesting actually.’ \_**leaflet**\_\_\_\_\_\_\_\_
5. ‘Turn it up! I want to hear when the sale starts.’ \_**radio** **spot**\_\_\_\_\_\_\_\_\_\_\_\_\_
6. ‘I wouldn’t buy anything that he was promoting!’ \_\_**endorsement**\_\_\_\_\_\_\_\_\_\_\_\_
7. ‘Follow it! I want to write down the telephone number at the bottom. Quick! It’s turning left.’ \_**side** **of** **bus**\_\_\_\_\_\_\_
8. **Combine a word in A with a word in B. Use these to complete sentences, 1-8.**

|  |  |
| --- | --- |
| **A** | **B** |
| advertising | message |
| junk | managers |
| media | analysis |
| fast | website |
| interactive | sums |
| persuasive | target |
| attractive | food |
| vast | food |

1. \_**Advertising**\_\_ \_\_**managers**\_\_\_\_ are becoming more and more interested in how to attract the child consumer.
2. Find out more information about the toys online at the store’s own \_**interactive**\_\_ \_\_**website**\_\_\_\_\_ .
3. Advertisements with a \_**persuasive**\_\_\_\_ \_\_**message**\_\_\_ tend to follow the formula of AIDA.
4. Now that there are more older people with spare time and cash, the ‘grey consumer’ has become a very \_\_**attractive**\_\_\_\_ \_\_\_**target**\_\_\_\_\_ for advertisers.
5. \_**Media**\_\_\_ \_**analysis**\_\_\_\_\_\_\_\_\_ tells us that children influence 50 percent of what a family buys.
6. This is just \_**junk**\_\_\_\_ \_**food**\_\_\_\_\_. It’s full of fat, salt and sugar. Throw it away!
7. McDonald’s and other \_**fast**\_\_\_\_ \_\_**food**\_\_\_\_\_\_\_\_\_\_ restaurants are masters of advertising to children.
8. We’ve spent \_\_**vast**\_\_ \_**sums**\_\_\_\_\_\_\_\_\_\_ of money on TV commercials but I don’t see any increase in sales!

**KEY LANGUAGE: a presentation**

1. **Here are some typical phrases and sentences we use in presentations. Match each beginning, 1-10, with its correct ending, a-j.**
2. Good morning everyone \_**c**\_\_
3. I’d like to introduce my colleagues. \_**e**\_\_
4. Our purpose today is to \_**g**\_\_
5. I’m going to talk about \_**a**\_\_
6. The presentation is divided into three parts. \_**f**\_\_
7. If you have any questions, \_**j**\_\_
8. Please look at the screen. \_**i**\_\_
9. Now \_**d**\_\_
10. So that brings us to the end of the presentation. I hope \_**h**\_\_
11. Thank you very much for your attention. Are \_**b**\_\_
12. the new slogan.
13. there any questions?
14. and thank you for coming.
15. let me summarise our main points.
16. First of all, this is Rachel Geiger who works in Marketing.
17. First, we’ll be looking at the initial designs.
18. give our proposals for the new commercial.
19. you’ve found it informative.
20. Here you can see the schedule…
21. we’d be pleased to answer them at the end of the presentation.

**GRAMMAR**

1. **Match the sentence halves.**

|  |  |  |  |
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| **1** | If we had the time, (d) | **a** | she could spend more time with her children. |
| **2** | I would like my flat more, (g) | **b** | they’d move to France. |
| **3** | Luke would be able to get a job in Berlin (c) | **c** | if he could speak better German. |
| **4** | If my sister didn’t work so hard, (a) | **d** | we’d do the housework ourselves. |
| **5** | If we bought a bigger house in the country (h) | **e** | if we didn’t have to share a flat. |
| **6** | If they could live anywhere they wanted to, (b) | **f** | unless I earned a lot of money. |
| **7** | We’d have more privacy (e) | **g** | if it was on the top floor. |
| **8** | I wouldn’t want to live in London, (f) | **h** | we’d be able to have a dog. |

1. **Read the letter and then complete the responses below, using the underlined parts of the letter to help you.**

**This week’s problem**

We’re really worried about our son at present. He’s fifteen and he’s just started going round with a gang of older boys who are involved in petty crime. (0) We don’t take him to school in the morning, and we know that he doesn’t actually go to school a lot of time – he meets these boys. They go to the cinema and funfairs, and our son uses (1) the money we give him for lunch to go with them. (2) We haven’t talked to our son about this yet, because we’re sure (3) he’d just lie to us – he accuses us of treating him like a child and watching him all the time. (4) We really don’t know whether to talk to the police about him – it seems so drastic. There’s a parents’ evening at school next week, so (5) perhaps we should speak to his teachers first. We don’t know (6) if there’s any way they can help us.

1. If ***you took him to school*** in the morning, you could make sure he goes inside.
2. He wouldn’t be able to spend money on funfairs if you \_**didn’t give him any (money**)\_\_\_\_\_\_\_\_.
3. I would talk to your son if I \_\_**were you**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. He probably \_\_**wouldn’t**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lie to you if you treated him like an adult.
5. If I were you I \_**wouldn’t talk to the police**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ unless you know he has committed a crime. Your son is very young and you don’t want the police involved at this stage.
6. It would be a good idea if you \_\_**spoke to his teachers**\_\_\_\_\_\_\_\_\_\_\_. They might be worried, too.
7. The teachers know your son. If you speak to them, they \_**will be able to help you**\_\_\_\_\_\_\_\_\_\_.
8. **Rewrite the following sentences using *second conditional.***
9. I don’t have a car, so I have to wait for the bus every day.

\_\_**If I had a car, I wouldn’t have to wait for the bus every day**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. I never do my home-work, so my teacher always gets angry with me.

\_\_**If I did my home-work, my teacher wouldn’t always get angry with** **me**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. I live in a small house, so I can’t invite friends over.

\_\_**If I lived in a bigger house, I could invite friends over. / If I didn’t live in a small house, I could** invite friends over.\_\_

1. I never get up early, so I am always late for school.

\_**If I got up early, I wouldn’t always be late for school**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. She doesn’t have many friends because she is shy.

\_**If she weren’t shy, she would/could have many friends**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. I need to get this to her, but I haven’t got her address.

\_**If I had her address, I could get this to her**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The government is not so popular, because they don’t listen to people.

\_**If the government listened to people, they would be popular**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. There is no cure for AIDS yet. As a result, three million people die every year.

If \_**a cure for AIDS** \_\_\_\_\_\_\_\_ was found, \_\_**three million people wouldn’t die every year**.\_\_\_\_\_

1. Turning down heating by 1 ̊ C in winter saves up to 10 % off people’s heating bills.

People would\_\_**save up to 10% of people’s heating bills if they turned down heating by 1 ̊ C in winter**.\_\_

1. 20% of British adults don’t eat well enough or exercise enough. Because of that they are extremely fat.

\_**If they ate well enough or exercise enough**\_, 20% of British adults\_\_**wouldn’t be extremely fat**.\_\_.

1. **Find six more mistakes in the tour guide’s statement and correct them.**

‘We only have four working elephants here at Songklan so it is ~~more small~~ (**smaller**) than the other elephant farms ~~in~~ (**of**) the area. The largest elephant farm of this part of Thailand had 30 elephants! The four elephants here have different backgrounds and personalities. Mao-Mao travelled the ~~most far~~ (**furthest**); he came from Chaing Rai in the north of the country. Changra is the ~~goodest~~ (**best**) worker, he loves lifting wood. But he’s very greedy. He eats a lot more than the others! Selma is the ~~most bad~~ (**worst**) worker, she’s very lazy. She’s only eighteen years old but each year she gets lazier and ~~more~~ ~~lazier~~ (**lazier**)! Tanan is ~~friendlyer~~ (**friendlier**) than the other elephants; she really loves people.’

|  |  |  |
| --- | --- | --- |
| **elephant** | **age** | **weight** |
| Changra | 22 years old | 4500 kg |
| Selma | 18 years old | 1750 kg |
| Mao-Mao | 24 years old | 5000 kg |
| Tanan | 17 years old | 1500 kg |

1. **Write sentences about the elephants. Use information from Exercise D and the words in brackets.**
2. (the lightest) **Tanan is the lightest of the elephants**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. (the heaviest)\_**Mao-mao is the heaviest of the elephants**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. (Changra / younger) **Changra is younger than Mao-mao**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. (Selma / older)\_\_**Selma is older than Tanan**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. (the youngest)\_**Tanan is the youngest elephant**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. (greedier / the others) \_**Changra is greedier than the others**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. (the friendliest) \_**Tanan is the friendliest of the elephants**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. **Rewrite the sentences using the words in brackets.**
10. Lions are stronger than tigers. (as)

Tigers \_**aren’t as strong as**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lions.

1. This book isn’t as interesting as that one. (less)

\_**This book is less interesting than that one**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. We’ve never had such a wonderful holiday. (most)

\_\_**This is the most wonderful holiday we’ve ever had**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Tracy eats more cheese than I do. (less)

\_**I eat less cheese than Tracy does**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. No other cereal bar is cheaper than Super cereal bars. (least)

\_\_**Super cereal bars are the least expensive you can buy**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Choose the correct form, A, B or C, to complete the text.**

When you look into the sky, you may not be able to tell the difference between stars and planets, but planets are (1)\_\_\_\_\_\_\_ to Earth. However, they are still very far away, and a journey to Mars would be about nine months, (2)\_\_\_\_\_\_\_\_\_ than a journey to the Moon (about three days). Even if your future space ship was (3)\_\_\_\_\_\_\_\_ the simple space probes we have now, it would still take you a couple pf years to get to Jupiter, which is (4)\_\_\_\_\_\_\_\_ Earth – more than 1,300 times, in fact, and it’s more than 300 times (5) \_\_\_\_\_\_\_\_\_ . Jupiter is a giant ball of gas and the atmospheric pressure is (6) \_\_\_\_\_\_\_\_ it is on Earth. If you could land there, you would be (7)\_\_\_\_\_\_\_\_\_\_\_\_ - more than twice as much. The whole planet is (8)\_\_\_\_\_\_\_\_\_ Earth as well, and scientists think that the centre of the planet may be as hot as 10,000  ̊ C. Interestingly, the day on Jupiter is (9)\_\_\_\_\_\_\_\_ and only lasts about ten hours, but a year on Jupiter lasts for 11 Earth years. So when you came back, you would be (10)\_\_\_\_\_\_\_\_ when you set out!

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 1. **a lot nearer** | 1. nearer than | 1. less near than |
| 2 | 1. more larger | 1. as long as | 1. **much longer** |
| 3 | 1. more fast | 1. **a lot faster than** | 1. not as fast as |
| 4 | 1. **very much bigger than** | 1. as big as | 1. less big than |
| 5 | 1. as dense as | 1. **more dense** | 1. less dense than |
| 6 | 1. **a lot greater than** | 1. just as great | 1. less great |
| 7 | 1. more than heavy | 1. less heavy | 1. **much heavier** |
| 8 | 1. as hot as | 1. **a lot hotter than** | 1. hotter |
| 9 | 1. **a lot shorter** | 1. shorter than | 1. less short |
| 10 | 1. more old | 1. older | 1. **much older than** |

1. **Put in the correct preposition.**

**1)** The school provides all its students \_\_**with**\_\_\_\_\_\_\_ books.

**2)** A strange thing happened \_\_**to**\_\_\_\_\_\_\_ me a few days ago.

**3)** Mark decided to give up sport so that he could concentrate \_\_**on**\_\_\_\_\_\_ his studies.

**4)** I don’t believe \_\_**in**\_\_\_\_\_\_ working very hard. It’s not worth it.

**5)** I hope you succeed \_\_**in**\_\_\_\_\_\_\_ getting what you want.

**6)** Do you spend much money \_\_**on**\_\_\_\_\_\_\_ clothes?

**7)** Somebody broke \_**into**\_\_\_\_\_\_ my car and stole the radio.

**8)** I felt quite cold but Peter insisted \_**on**\_\_\_\_\_\_\_ having the window open.

**9)** The teacher decided to split the class \_\_\_**into**\_\_\_\_\_\_ four groups.

**10)** There was an awful noise as the car crashed \_\_**into**\_\_\_\_\_\_\_ a tree.