**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. **Combine a word in A with a word in B. Use these to complete sentences, 1-8.**

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| **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!
9. **Complete the sentences with the correct words given in the box. Do the necessary changes. There are two extra words.**

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| --- | --- | --- | --- | --- |
| attention-grabbing | commercial | get by | dialect | keep up with |
| endorse | eye-catching | misleading | fall behind | bilingual |

1. We can \_\_\_**get by**\_\_ with four computers at the moment, but we’ll need a couple more when the new staff arrive.
2. Most large cities in the UK have a local \_\_\_**dialect**\_\_. It’s a version of English that is used in that particular area or city.
3. Only the ones drawn in by a(n) \_\_\_\_**attention-grabbing**\_\_ headline will continue on to read the first sentence of your copy.
4. I wonder how many celebrities actually use the products they \_\_\_**endorse\_**.
5. I was ill for a week and \_\_**fell behind**\_\_ with my work.
6. This job requires absolute fluency in both Arabic and English. Therefore, unless you are \_\_**bilingual**\_\_, there will be no point applying.
7. Mr Conlon’s statement says he made ‘this false and \_\_**misleading**\_\_\_ statement’ because he was under a lot of pressure.
8. Since every \_\_\_**commercial**\_\_ is food-related, every meeting in the office has a box of donuts.

**KEY LANGUAGE**

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. **Read this part of Tessa’s letter to her friend Angela about her new job. Then look at the answers after the letter and write the correct answer in each space.**

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| My new job is great. I like it (0) **much** better than my old one. The people here are  (1) ……….. than I expected. Luckily my new boss isn’t as rude (2) ……………… my old boss, Mrs. Crossley, was. I hated her. She was the (3) ……………… friendly person I’ve ever met. Everyone here is older (4) ……………… . In fact I’m the youngest person (5) ………….. the office. But I don’t mind.  The good thing about the job is that I get a (6) ……………. more money, although not much more than I did before. The bad thing is that the journey isn’t (7) ………………… simple as it was in my old job, where the bus took me straight there. Now I have to change buses. But I’m not allowed to start work early. The earlier I leave home, the easier the journey is because the buses aren’t so crowded. |

1. a. more b. most **c. much** d. very
2. a. more nice b. most nice **c. nicer** d. nicest
3. **a. as** b. so c. than d. that
4. **a. least**  b. less c. less and less d. so
5. a. as I b. as me c. than I **d. than me**
6. a. from **b. in**  c. of d. out of
7. **a. bit**  b. less c. lot d. much
8. **a. as** b. less c. more d. same
9. **Put the adjectives in brackets into the comparative or superlative form.**

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| Dear Robert,  I'm writing to tell you about our new house. It's lovely! It's 1) **the nicest** (nice) house I have ever seen. It's much 2) **bigger** (big) than our last one but also 3) **more expensive** (expensive). The house looks very modern. There are many rooms with large windows and wooden floors.  I finally have a room that I don't have to share with my 4) **younger** (young) brother. My  bedroom is on the second floor and I have a great view. 5) **The best** (good) thing about this house is that it has a lovely garden. There are lots of flowers and trees around which make the place much 6) **more colourful** (colourful).  The new house is in a peaceful area. It's actually 7) **the quietest** (quiet) area I've ever lived in.  The neighbours are also very kind. Can you believe they organised a party for us? They are definitely 8) **the friendliest** (friendly) people I have ever met.  Well, that's all my news. I hope you'll visit me soon. I can't wait to show you the new place.  Yours,  Chris |

1. **Choose the correct answer.**

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| **One door leads to freedom, but which one?**  **One guard tells the truth, but which one? I can ask one question, but what?**  Here is a problem for you. Imagine you’re in a prison cell with two doors. There’s one guard at each door. You can ask one of the guards one question, and then you can go through one door. (1) ……….. you choose the right door, you can go free. (2)…………….. , if you choose the wrong door, you have to stay in prison forever!  And it gets worse! (3)…………….. one of the guards always tells the truth, the other one always lies. And you don’t know which one tells the truth.  It’s an impossible situation- isn’t it? No, it’s not. But (4)……………… you’re extremely careful, you might choose the wrong door. And you shouldn’t choose a door (5) …………….. you’re absolutely sure it’s the door to freedom. And you’ll only know if it’s the right door (6) …………….. you ask the right question. So- if you ever find yourself in that situation, here’s what to do.  Say to one of the guards, ‘If I asked the other guard which door leads to freedom, what would he say? In spite of not knowing if the guard always tells the truth or always lies, you’ll always get an answer that will help you. (7) ……………… you get an answer, go through the other door. You’ll be free. |

1. a. unless **b. if** c. before d. as soon
2. a. in spite of b. despite c. although **d. however**
3. a. however **b. although** c. despite d. in spite of
4. **a. unless** b. when c. if d. as soon as
5. **a. until** b. if c. when d. while
6. a. unless b. as soon as c. before **d. when**
7. a. before b. although **c. as soon as** d. unless
8. **Rewrite the sentences using the second conditional.**
   1. Joe goes to bed at 2.00 a.m. He feels tired all the time.

If Joe **didn’t go to bed at 2.00 a.m. (went to bed early), he wouldn’t feel tired all the time.**

* 1. She doesn’t play for the team – she isn’t fast enough.

**If she were fast enough (faster), she would play for the team.**

* 1. We can’t drive to your house because we don’t have a car.

**If we had a car, we could drive to your house.**

* 1. They won’t pass the exam because they don’t study.

**If they studied, they would pass the exam.**

* 1. I have a supportive family. My life is so easy.

**If I didn’t have a supportive family, my life wouldn’t be so easy.**

* 1. I’d love to buy that house, but I don’t have the money.

**If I had the money, I would buy that house.**

* 1. I’m so lazy. I don’t write to my friends.

**If I weren’t so lazy, I would write to my friends.**