

2 We want your money! Extra Practice

2.0 Vocabulary Advertising

1 * Match comments 1–5 to verbs A–E.

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|---|--------------|
| 1 The film is about a famous artist. | A exaggerate |
| 2 Many teenagers like the film. | B claim |
| 3 It's a great film. You should watch it. | C appeal |
| 4 They say the film cost \$5 million. | D inform |
| 5 I reckon the star of the film is 3 m tall. | E recommend |

2 ** Complete the text with the words.

advertise appear broadcast claim promote

I'm going to (1) in a school play for three nights next week and I'm the star of the show. We've been practising for months, but as the first night gets closer, we're feeling more and more nervous. I know I'll be terrified on the final night because they're going to (2) it live on local TV.

The school's publicity department has done a good job to (3) the show and they've sold all the tickets. Some art students designed a beautiful poster to (4) the play. On it, they (5) 'It'll be the best show you've ever seen!' – I hope they're right.

3 *** Complete the dialogue with the correct form of an advertising verb.

Lara I really want to buy some of that new toothpaste that they (1) on TV at the moment. It (2) that your teeth will be twice as white in 24 hours.

Nick Well, I don't believe statements like that. How can they prove it? I think that advertisers always (3) the benefits of a product, but it's never as effective in real life. Let's face it – they're just trying to (4) the public to buy their product.

Lara I disagree. There are strict rules about what advertisers can say in adverts. They can only (5) people about facts that are true.

Nick Anyway, your teeth are very white. Which toothpaste do you use?

Lara It's one that my dentist (6) to me at my last check-up. He said it was very effective.

Nick Well, I think you should just listen to your dentist because he's the expert!