

1 VOCABULARY: Talking about advertising

A Complete the sentences with words in the box.

advertise	ad/advertisement	brands	commercials	fashion statement
logo	merchandise	merchandising	products	slogan
sponsor (n.)	sponsor (v.)	status symbols		

- Al's Pizza pays to support our basketball team. They are our sponsor. We have their _____ – "Best pizza in town!" – on our jerseys.
- Louisa wears bright colors to make a _____.
- Dave's business was not doing well, so he decided to _____ on TV. He also hired an artist to design a new _____ for his business.
- Have you seen the _____ for that new TV show? It looks really funny.
- _____ from famous _____, like Gucci and Prada, are often more expensive because they are _____.
- Disney makes a lot of its profits from _____. The company charges other companies to put its characters on their products.
- Many websites make money by hosting _____ for other companies and products.
- Many companies will _____ a local charity or a sports team because they know it is good for their reputation.
- The football stadium has a store inside that sells the team's _____.

2 GRAMMAR: Modals of speculation

A Circle the correct words.

- The fans are going to their seats. They *can't* / *must* have tickets.
- Val was in second place in the race last time. She *might* / *must* win this time.
- Andreas always wears a Santos jersey. He *could* / *must* like the team.
- There's a man talking to the players. He *must* / *could* be the coach. Or maybe he's the referee.
- Some fans are leaving the game early. They *can't* / *might* be bored.
- Nobody is wearing a jacket. It *can't* / *could* be cold.



B Complete the conversations. Use *could*, *might*, *must*, or *can't* and the verb in parentheses ().

1 A Does Victor know Eve?

B He must know (know) her. They're taking the same class.

2 A Are there tickets available for tomorrow's game?

B There _____ (be) tickets left. Let's look online and see.

3 A That's Marisol's brother.

B He _____ (be) Marisol's brother. Everyone in her family is tall, and he's very short.

4 A Does Natalia like soccer?

B She _____ (like) it. She talks about it all the time.

5 A We have a meeting tomorrow, right?

B We _____ (have) a meeting. Mark hasn't decided yet.

6 A Tom's at the door.

B Tom (be) at the door. He's at work.

3 GRAMMAR AND VOCABULARY

A Write an explanation for each fact. Use modals of speculation and the words in the box or your own ideas.

be rich

help to sell merchandise

be well known

look good

help people to remember

make (someone) feel special

1 Christine likes to make a fashion statement with her choice of clothes.

It might be important for her to look good.

2 Nike has had the slogan "Just do it" for years.

3 People like to buy cool brands.

4 Commercials with music are more successful than commercials without music.

5 People buy Rolex watches because they are a status symbol.

6 A good logo is very important for a company.

