

## My Favourite Ads

**1. Fill in the blank with the vocab of Unit 2 Text 2. You may need to change the form according to English grammar.**

Sammy Wong from the Media Club shares two creative (1) a\_\_\_\_\_ to encourage people to attend their workshop. The first one is easy to notice and attractive because of its (2) e\_\_\_\_\_ image. The ad is (3) d\_\_\_\_\_ in a shopping centre so everyone there can see it clearly. In addition, the ad turns people in the shopping centre into (4) f\_\_\_\_\_ which make the dog feel bad. By doing this, the ad makes people feel (5) s\_\_\_\_\_ for the dog in the picture. That's why it is (6) m\_\_\_\_\_ and easy to be remembered. In terms of the second ad, the advertiser asks the famous Indian (7) c\_\_\_\_\_, Puja Gupta, to wear a dress made out of lettuce. This image definitely helps people understand the (8) s\_\_\_\_\_ of the poster, "Let Vegetarianism Grow on You", more. In addition, the use of a (9) p\_\_\_\_\_ lets people think of two ideas at the same time. This creative idea suggests that people should (10) g\_\_\_\_\_ eating meat and eat vegetables instead.

**Answer Box:**

(1). a	(2). e	(3). d	(4). f	(5). s
(6). m	(7). c	(8). s	(9). p	(10).g

**2. Dictation: Complete the sentences with the correct words that you hear.**

1. Another \_\_\_\_\_ the ad is so \_\_\_\_\_ is because its \_\_\_\_\_ is so \_\_\_\_\_ and straightforward.
2. It's used to \_\_\_\_\_ a \_\_\_\_\_ that keeps \_\_\_\_\_ and ticks off \_\_\_\_\_.
3. The celebrity \_\_\_\_\_ to be wearing a \_\_\_\_\_ made out of \_\_\_\_\_.
4. The ad is used to \_\_\_\_\_ that we need to \_\_\_\_\_ eating meat and eat \_\_\_\_\_ instead.
5. The \_\_\_\_\_ thing I noticed \_\_\_\_\_ was her \_\_\_\_\_.