

Name _____ No _____ Class _____

Vocabulary

Directions: Match the words in the box with its meaning.

advertiser (n.)	translate (v.)	foolish (adj.)	tribe (n.):	slogan (n.)	executive(n.)
translation (n.)	alive (adj.)	generation (n.)	ancestor (n.)	launch (v.)	promote (v.)

1. _____ a social group consisting of people of the same race who have the same beliefs, customs, language, etc. and usually live in one particular area ruled by their leader
2. _____ to change written or spoken words into another language
3. _____ a short phrase that is easy to remember
4. _____ all people of about the same age
5. _____ a person or company that advertises something
6. _____ when you translate something, or something that has been translated
7. _____ having, characterized by, or relating to administrative or managerial authority
8. _____ a foolish action, remark, etc. is stupid and shows that someone is not thinking sensibly
9. _____ still living and not dead
10. _____ a member of your family who lived a long time ago
11. _____ to introduce a new product to the public
12. _____ to help something to develop or increase

About the Reading

Directions: Answer *true* or *false*.

1. _____ If advertisers make a mistake in the translation, they'll have problems.
2. _____ People in Kenya won't buy sneakers if they're small in size.
3. _____ If you eat Kentucky Fried Chicken, you'll want to lick your fingers Afterwards.
4. _____ The T-shirts in Miami promoted a food, and not the pope's visit.