

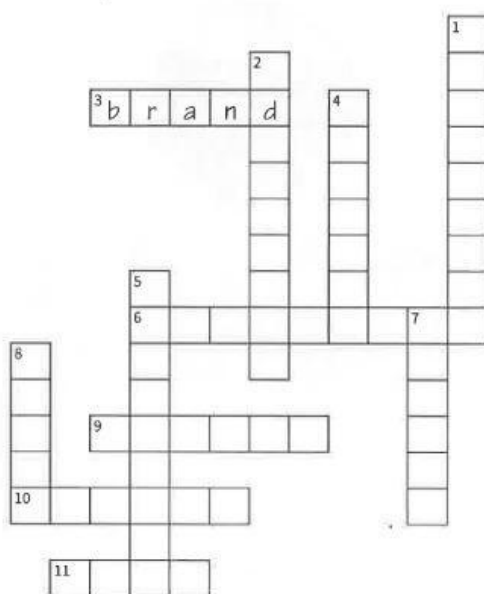
8

ADVERTISING

VOCABULARY

Advertising

1 Complete the crossword. Use the clues.



Across

- 3 The name of a type of product.
- 6 Tell people about your product (on TV or online).
- 9 A person who is selling something.
- 10 You write this to give your opinion about a product.
- 11 A symbol that represents the product.

Down

- 1 Change how someone thinks about something.
- 2 A program that stops adverts on your computer.
- 4 The object or service a company sells.
- 5 This type of company makes adverts.
- 7 A word or short phrase linked to a brand.
- 8 A person who buys something.

2 Complete the sentences with the correct form of the verbs in the box.

advertise block ~~buy~~ market
not influence produce review sell

- 1 I don't want to buy a new phone. This one's perfectly good.
- 2 A lot of the people who reviewed the book online said they didn't like it.
- 3 I saw those drones on TV – they look amazing.
- 4 Some products are very difficult to sell in other countries because of their names.
- 5 Do you know anyone who owns a bike? I need a new one.
- 6 Most technological devices like phones and tablets are used in Asian countries.
- 7 A lot of people say that advertising influences them – but actually it does.
- 8 There are so many adverts on the Internet that sometimes I'd really like to block them all.

3 Look at the verbs in Exercise 2 again. What is their noun form? (See the *Learn to learn* tip in the Student's Book, p95.)

- | | |
|------------------|---------------------|
| 1 <u>buyer</u> | 5 <u>advertiser</u> |
| 2 <u>blocker</u> | 6 <u>producer</u> |
| 3 <u>viewer</u> | 7 <u>advertiser</u> |
| 4 <u>seller</u> | 8 <u>viewer</u> |

Explore it!



Guess the correct answer.

It's not true that we don't like watching adverts. An advert for Samsung in India has got over 150 million views.

- a 100 b 150 c 200

Find an interesting fact about an advert and send a question in an email to a classmate or ask them in the next class.

