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Class: S8

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Ngày GV giao bài: Thứ ..... ngày ...../.....

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Vocabulary & Grammar: .....

Use of English: .....

Listening: .....

Mini Test: .....

## GLOBAL ENGLISH 8

### UNIT 4 – ADVERTISING – VOCABULARY 1 & FCE SPEAKING

**Lưu ý:** Các từ vựng mở rộng thầy cô cho ghi trong vở (nếu có) và các từ vựng mở rộng trong phiếu đề có chú thích nghĩa: Con về nhà chép mỗi từ 1 dòng để ghi nhớ nhé.

#### A. VOCABULARY

Media Studies (Nghiên cứu truyền thông)

No.	New words	Meanings	No.	New words	Meanings
1	<b>advertise</b> (v)	quảng cáo	13	<b>brand identity</b> (n.phr)	nhận diện thương hiệu
2	<b>advertisement</b> (n) (formal)	tờ quảng cáo	14	<b>commercial</b> (n)	quảng cáo
3	<b>advert</b> (n) (informal)	tờ quảng cáo	15	<b>permission</b> (n)	sự cho phép
4	<b>digital marketing</b> (n.phr)	tiếp thị kỹ thuật số	16	<b>be criticised for</b> (phr.v)	bị chỉ trích vì
5	<b>pop-up</b> (n)	cửa sổ quảng cáo	17	<b>squash</b> (v)	ép, nén
6	<b>endorsement</b> (n)	sự chứng thực, ủng hộ hoặc quảng bá	18	<b>trolley</b> (n)	xe đẩy tay (hàng)
7	<b>billboard</b> (n)	biển quảng cáo	19	<b>essential(s)</b> (n)	(những) yếu tố, đồ dùng cần thiết
8	<b>celebrity</b> (n)	người nổi tiếng	20	<b>tempt</b> (v)	kích thích, lôi cuốn
9	<b>electronic ads</b> (n.phr)	quảng cáo điện tử	21	<b>aisle</b> (n)	lối đi
10	<b>campaign</b> (n)	chiến dịch	22	<b>deserve</b> (v)	xứng đáng
11	<b>brand loyalty</b> (n.phr)	lòng trung thành với thương hiệu	23	<b>resist</b> (v)	kháng cự, chống lại
12	<b>copyright</b> (n)	bản quyền			

#### B. EXTRA VOCABULARY

No.	New words	Meanings	No.	New words	Meanings
1	<b>dehydrated</b> (adj)	mất nước	4	<b>only when</b> (= not...until)	chỉ khi
2	<b>deserted</b> (adj)	hoang vắng	5	<b>to apologize for</b>	xin lỗi về điều gì
3	<b>swollen</b> (adj)	sưng phồng	6	<b>to make a/ the decision to V</b>	quyết định làm gì

\*Note: *adj* = adjective: tính từ; *n* = noun: danh từ; *v* = verb: động từ;  
*n.phr* = noun phrase: cụm danh từ; *phr.v* = phrasal verb: cụm động từ

\*Con học thuộc nghĩa của từ, chính phát âm theo từ điển và chép mỗi từ 1 dòng vào vở ghi.

### C. HOMEWORK

#### I. Match the words with the correct definitions.

Column A		Column B
<del>0. illustrate</del>	0- C	A. the legal right to control the production and selling of a book, play, film, photograph, or piece of music
1. permission	1-	B. a basic thing that you cannot live without
2. campaign	2-	<del>C. make clearer</del>
3. copyright	3-	D. a planned series of activities that are intended to achieve a particular aim
4. endorsement	4-	E. the act of allowing someone to do something, or of allowing something to happen
5. essential	5-	F. a public approval or support for a product, service, or idea, often by a celebrity or an influential person

#### II. Circle the correct answer.

0. We compared our product with the leading \_\_\_\_\_.
- (A) brands                      B. comp                      C. butler
1. He \_\_\_\_\_ his services on the company notice board to attract potential customers.
- A. criticises                      B. deserves                      C. advertises
2. Choose the specific option you need from the available \_\_\_\_\_ on the screen.
- A. billboard                      B. pop-up                      C. campaign
3. Who was the famous \_\_\_\_\_ that recently spent a fortune on a diamond ring for their engagement?
- A. copyright                      B. celebrity                      C. advertisement
4. You can find the toiletries such as shampoo and soap down the fourth \_\_\_\_\_ after entering the store.
- A. aisle                      B. advert                      C. endorsement
5. Why is it that supermarket \_\_\_\_\_ never seem to move in a straight line when you push them?
- A. permissions                      B. essentials                      C. trolleys

#### III. Fill in the blanks with the correct form of the verbs in brackets.

0. If only I knew (know) how to drive, I wouldn't need to take the bus every day.
1. If only I \_\_\_\_\_ (have) more confidence, I could speak in public without fear.
2. I wish I \_\_\_\_\_ (seek) advice before making important decisions.
3. Unless he \_\_\_\_\_ (study) harder, he wouldn't be able to pass the difficult exam.
4. If I managed my time better, I \_\_\_\_\_ (travel) more and \_\_\_\_\_ (explore) new hobbies.
5. I wish you \_\_\_\_\_ (not leave) your keys at home all the time, so we could leave on time.

#### IV. Circle the correct answer.

0. She enjoys running / to run every morning.
1. I'm interested **to learn** / **in learning** about different cultures.
2. She is excited **about travel** / **about traveling** to Japan next summer.
3. I keep **forgetting** / **to forget** my keys whenever I leave the house.
4. I'm tired **to working** / **of working** every weekend.
5. They apologized **of be** / **for being** late to the meeting

**Lưu ý:**

1. Khi làm bài tập có từ mới, các con phải tra từ điển. Sau khi tra từ điển, các con chép mỗi từ mới 1 dòng để ghi nhớ.
2. Các con gạch chân các từ khoá chính trong bài đọc.



# Test 1 Exam practice Reading and Use of English • Part 4

## Action plan

- 1 Read the instructions and the example.
- 2 Read the first sentence, think about it and concentrate on the meaning.
- 3 Decide what kind of word the key word is and what often follows it. You must never change the key word.
- 4 Use words from the first sentence if you can, or change the form of them to help you (e.g. a noun to an adjective; affirmative to negative, etc.). Do not change words unnecessarily.

Follow the exam instructions, using the advice to help you.

For questions 25–30, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** You must use between **two** and **five** words, including the word given. Here is an example (0).

**Cross out words that are repeated across the two sentences:**

0 ~~The boat tour was full, so we had to wait an hour for the next one.~~

**PLACES**

There ..... WERE NO PLACES ..... left on the ~~boat tour, so we had to wait an hour for the next one.~~

**You can see that:**

- was is transformed into were to match the plural noun (*places*)
- no is used to make a phrase with *left* – *no places left* means the same as 'full'

**Advice**

25 'only when' is the same as 'not ... until'.

26 Think of the grammar of the verb 'apologise'.

27 The words you need to write mean the same as *be so busy that I can't*.

28 There is a negative element in what you have to write.

29 Take care with the expression of quantity.

30 In order to use 'have', change the adjective in the first sentence into a noun.

25 'I can come out only when I've finished the last two pages of my project,' said Janie.

**UNTIL**

'I ..... I've finished the last two pages of my project,' said Janie.

26 Martin said he was sorry that he'd upset Sarah.

**APOLOGISED**

Martin ..... Sarah upset.

27 'I might not have time to pick up your book from the shop tonight,' Mrs Slade told her husband.

**BUSY**

I might ..... to pick up your book from the shop tonight,' Mrs Slade told her husband.

28 Jim has decided to wait until spring to buy a new car.

**DECISION**

Jim has ..... to buy a new car until spring.

29 I've received several letters recently from a financial company.

**SENT**

I've ..... of letters recently by a financial company.

30 Jason was the most experienced skier in the group.

**HAD**

Of all the skiers in the group, none ..... than Jason.


Con hãy làm bài nghe theo link sau:  
<https://youtu.be/ssKJZcBByuQ>

## Test 1 Exam practice

## Listening • Part 2

### Action plan

- 1 Read the instructions to get an idea of the situation.
- 2 Quickly go through the incomplete sentences, including the words after the gaps. This will help you get an idea of what the recording is about.
- 3 For each gap, decide what kind of information you need to listen for (e.g. a noun, adjective or verb. Many of the answers are often nouns, so think about whether you are listening for an object, place, person, title.)
- 4 The first time you listen, write your answer in pencil, in case you want to change it on the second listening.
- 5 When the recording has finished, check the sentences all make sense – and check your spelling, too.

 9 Follow the exam instructions, using the advice to help you.

You will hear a talk by a woman called Kelly who ran a long-distance hiking route from the top to the bottom of New Zealand. For questions 9–18, complete the sentences with a word or short phrase.

### Running the 'Long Pathway' – a 3,000km route in New Zealand

- Kelly trained for running the Long Pathway near where her (9) ..... lives.
- Kelly took her (10) ..... with her to New Zealand to provide practical support.
- Kelly uses the word (11) '.....' to describe the beaches she ran along.
- The hardest day of the run was when Kelly lost her (12) .....
- Kelly says she enjoyed running in the (13) ..... most of all.
- For part of the route, Kelly did a trip in a (14) ..... for 128 kms.
- Kelly was amazed by the (15) ..... she saw.
- Kelly used a ferry to cross from the North to the South Island because of the (16) ..... on the day she was there.
- Despite training well, Kelly had issues with her (17) ..... near the end of the race.
- Kelly says she felt (18) ..... when she finally got to the finish line.