

A. VOCABULARY: Advertising

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		

- 1 Al's Pizza pays to support our basketball team. They are our sponsor. We have their _____ – "Best pizza in town!" – on our jerseys.
- 2 Louisa wears bright colors to make a _____.
- 3 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.
- 4 Have you seen the _____ for that new TV show? It looks really funny.
- 5 _____ from famous _____, like Gucci and Prada, are often more expensive because they are _____.
- 6 Disney makes a lot of its profits from _____. The company charges other companies to put its characters on their products.
- 7 Many websites make money by hosting _____ for other companies and products.
- 8 Many companies will _____ a local charity or a sports team because they know it is good for their reputation.
- 9 The football stadium has a store inside that sells the team's _____.

B. GRAMMAR: Modals of speculation

Choose the correct words to complete the sentences.

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

Complete the conversations. Use could, may, might, must, or can't. Sometimes there's more than a possible answer.

1. Does Victor know Eve? He _____ know her. They're taking the same class.
2. Are there tickets available for tomorrow's game? There _____ be tickets left. Let's look online and see.
3. That's Marisol's brother. He _____ be Marisol's brother. Everyone in her family is tall, and he's very short.
4. Does Natalia like soccer? She _____ like it. She talks about it all the time.
5. A We have a meeting tomorrow, right? We _____ have a meeting. Mark hasn't decided yet.
6. A Tom's at the door. Tom _____ be at the door. He's at work.