

1 VOCABULARY: Talking about advertising

A 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 _____.

2 GRAMMAR: Subject and object relative clauses

B Combine the sentences. Use relative pronouns where necessary.

- 1 Some stories are unbelievable. The stories go viral.
Some stories that go viral are unbelievable.
- 2 The stories are about animals. I like those stories the most.
The stories that I like the most are about animals.
- 3 People must have a lot of free time. These people watch a lot of videos.

- 4 People share stories. They think the stories are funny.

- 5 There's a video with a cat. The cat is playing the piano.

- 6 Once I saw a video of a house. Fifty cats lived in the house.

- 7 One great video still makes me laugh. I saw the video last year.
