B1.4_U8

A. Match the words with their definitions.

campaign	a poster, short TV-film, or radio programme which is designed to persuade us to buy something
billboard	a large board in a public place used for showing adverts
flyer	the name of a product or group of products that are made by the same company
slogan	a series of adverts
brand	an advert that is printed on paper and given to people in the street or through their door
logo	a symbol that represents an organisation or company
advert	a short phrase that is easy to remember and is used to advertise something

B. Choose the correct attitude for each speaker.

Speaker 1 _____

Speaker 2 _____

Speaker 3 _____

C. Drag and drop the words to complete the chart.

by text message mobile phone promotions

an original campaign cars on a t-shirt

tv adverts a new clothes store

exaggerated slogans annoying

Speaker	Product	Where (type of advert)	Like/ dislike
1			
2			
3			