

# MS. CHI ENGLISH

Name: \_\_\_\_\_

Date: .../.../2022

Class: S8

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## GLOBAL ENGLISH 8: UNIT 4 – ADVERTISING

### VOCABULARY 1

#### A. VOCABULARY

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

\*Note: n – noun: danh từ; v – verb: động từ

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

#### B. HOMEWORK

##### I. Choose the correct answers.

0. The concert was \_\_\_\_\_ well enough but ticket sales were poor.

- A. advertised      B. deserved      C. resisted

1. The company should focus on delivering the best product at the cheapest price, and that will build \_\_\_\_\_.

- A. endorsement      B. brand loyalty      C. electronic ads

2. If someone is given \_\_\_\_\_ to do something, they are allowed to do it.

- A. permission      B. loyalty      C. tempt

3. The government is being widely \_\_\_\_\_ in the media for failing to limit air pollution.

- A. squashed      B. resisted      C. criticised

4. The government has just launched an annual Christmas \_\_\_\_\_ to stop drunken driving.

- A. advertisement                                      B. hoarding                                      C. campaign

5. Recording artists continue to own the \_\_\_\_\_ to their work.

- A. adverts                                      B. celebrity                                      C. copyright

**II. Rearrange letters to make complete words.**

|                 |                 |                |    |
|-----------------|-----------------|----------------|----|
| 0. <i>tmtep</i> | => <i>tempt</i> | 4. dremntnesoe | => |
| 1. shaqus       | =>              | 5. stiasseeln  | => |
| 2. elisa        | =>              | 6. mialecome   | => |
| 3. idgahorn     | =>              |                |    |

**III. Make sentences with these given words/ phrases.**

|            |           |                        |           |        |         |
|------------|-----------|------------------------|-----------|--------|---------|
| commercial | celebrity | <b><i>campaign</i></b> | advertise | resist | deserve |
|------------|-----------|------------------------|-----------|--------|---------|

0. Local people have launched a campaign against the hospital's closure.

1. \_\_\_\_\_.
2. \_\_\_\_\_.
3. \_\_\_\_\_.
4. \_\_\_\_\_.
5. \_\_\_\_\_.

**IV. Match the definitions with suitable words.**

|                             |              |   |
|-----------------------------|--------------|---|
| <b><i>0. essentials</i></b> | <b>0 - e</b> | a. press something into a flat shape, sometimes causing damage                            |
| 1. celebrity                | 1 -          | b. a very large board on which advertisements are shown, especially at the side of a road |
| 2. squash                   | 2 -          | c. to make someone want to have or do something   |
| 3. hoarding                 | 3 -          | d. passages for customers to walk along in a supermarket                                  |
| 4. aisles                   | 4 -          | <b><i>e. important things that you need</i></b>   |
| 5. tempt                    | 5 -          | f. someone who is famous, especially in the entertainment business                        |

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).

**Example:**

0 A very friendly taxi driver drove us into town.

**DRIVEN**

We ..... a very friendly taxi driver.

The gap can be filled by the words 'were driven into town by', so you write:

**Example:** 0 

|                          |
|--------------------------|
| WERE DRIVEN INTO TOWN BY |
|--------------------------|

Write **only** the missing words **IN CAPITAL LETTERS** on the separate answer sheet.

25 Last Saturday my friend asked me, 'Do you want to see a film tonight?'

**WHETHER**

Last Saturday my friend asked me ..... a film that night.

26 The journey was shorter than I had expected.

**LONG**

The journey was ..... I had expected.

27 'There's been a rise of over ten per cent in the price of the tickets,' said Sue.

**GONE**

Sue said that the price of the tickets ..... than ten per cent this year.

28 He sings in the show and dances in it as well.

**ONLY**

Not ..... in the show, he also dances in it.

29 My mother thought it would be good for me to live abroad for some time.

**BENEFIT**

My mother thought that I would ..... abroad for some time.

30 I am sorry I didn't contact you, but I was very busy.

**TOUCH**

I apologise for ..... you, but I was very busy.

FCE 2 – TEST 8 – LISTENING PART 2

Các con mở link nghe bằng máy tính:

<https://tinyurl.com/ypw3sufk>

You will hear a man called Peter Green talking about a group expedition he went on to the South Pole for a TV documentary. For questions 9–18, complete the sentences with a word or short phrase.

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**Expedition to South Pole**

Peter was working as an  **9** when he applied to join the expedition.

On the expedition, Peter and his group went to the South Pole on  **10**  
instead of more typical means of transport.

Peter says that his greatest challenge was the  **11** he suffered.

Peter says that ensuring they could get enough  **12** took up a good  
deal of the group's time.

Peter was surprised at how quickly his  **13** decreased.

Peter's  **14** were affected by the cold during the expedition.

One of Peter's teammates had a chest infection and the lack of  **15**  
made it worse.

When they reached the  **16** point, Peter's team were given  
a medical check.

Peter felt a great sense of  **17** when he reached the pole.

Peter uses the word  **18** to describe the environment at the South Pole.

Write an answer to **one** of the questions 2–4 in this part. Write your answer in **140–190** words in an appropriate style **on the separate answer sheet**. Put the question number in the box at the top of the answer sheet.

- 2 You see this announcement on an English-language website.

**ARTICLES WANTED**

**What are the most important things for young children to learn?**

How to make friends? Telling the truth? Or something else? Write us an article saying what things you think are important for young children to learn, and why?

The best articles will be posted on our website.

Write your **article**.

- 3 You recently saw this notice on an English-language website called Music Live.

**Reviews Wanted!**

**A concert I've been to**

Write us a review of a concert you've been to. It could be a pop, rock or classical concert, or one with a different type of music. Include information on the music, the place and the atmosphere.

The best reviews will be posted on the website next month.

Write your **review**.

- 4 A group of English students is coming to your college. Your English teacher has asked you to write a report on **one** local tourist attraction. In your report you should:
- describe the attraction
  - say what you can do there
  - explain why you think students would enjoy visiting it.

Write your **report**.



## MINI TEST

### I. Write the English words that match the given Vietnamese meanings.

|                      |         |                          |         |
|----------------------|---------|--------------------------|---------|
| 1. hỗ trợ xã hội (n) | → _____ | 6. dân nhập cư (n)       | → _____ |
| 2. của cải (n)       | → _____ | 7. triết gia (n)         | → _____ |
| 3. nhìn về phía (v)  | → _____ | 8. đều đặn               | → _____ |
| 4. bạo lực (n)       | → _____ | 9. có giá trị (a)        | → _____ |
| 5. tranh tường (n)   | → _____ | 10. theo đầu người (adv) | → _____ |

### II. Circle the correct bold words to complete the sentences.

1. Large corporations should have some responsibility in providing **healthcare/ income**, safe working conditions, and an environment of equality.
2. **Philosophy/ Philosopher** is someone who studies or writes about the meaning of life.
3. There has been a rise in the number of **immigrants/ local residents** coming from Eastern Europe, especially Poland.
4. She is admired for her **generosity/ generous**.
5. In many developed and developing countries, **economics/ life expectancy** has greatly increased over the last two decades.

*\*Lưu ý: Với những từ con không nhớ và viết sai, con viết từ đó vào vở 2 dòng.*