

VOCABULARY: MONEY AND MARKETING

• MATCH THE WORDS WITH THE DEFINITIONS.

STATUS SYMBOL

PRODUCER

RENT

CONSUMER

SAVE

RIP-OFF

BARGAIN

MARKETING

To give money to pay for products. spend

1 Something that isn't worth the money you pay for it.

2 Something that is a lot cheaper than usual.

3 A company which makes products.

4 To pay to use something that belongs to another person and then give it back.

5 A person who buys or uses something.

6 A product which shows to other people that a person is rich and has a high position in society.

7 The activity of presenting, advertising and selling a company's products.

8 To buy something cheap and use less money.

• COMPLETE THE ONLINE ARTICLE WITH THE WORDS.

advertisement brands companies  
consumers marketing product  
promote worth

Do you feel annoyed when you're watching a video online and suddenly an advertisement for a <sup>1</sup> appears? If yes, you're one of many people who hate 'pop-up ads'!

Pop-up advertisements were first used by a small number of businesses or <sup>2</sup> in the late 1990s to <sup>3</sup> their products. Today, the pop-up advertising industry is <sup>4</sup> millions of pounds.

However, some <sup>5</sup> companies now think that pop-ups aren't a useful way to encourage <sup>6</sup> to buy different <sup>7</sup> . This is because a lot of people use pop-up blockers these days.



## DEFINITE ARTICLE "THE" OR ZERO ARTICLE " - "

### • COMPLETE THE DIALOGUE WITH THE WORDS.

coffee the coffee music the music  
people the people

'What do you think of the coffee in this café?'

'It's OK, but it's a bit too expensive.'

1 'I love ..... in this film!' 'Yes, it's great and it doesn't cost much to download.'

2 '..... are buying more and more things online.' 'That doesn't surprise me.'

3 'Does Sheila drink lots of .....?' 'Yes, she has four cups a day of her favourite brand.'

4 'What are your interests?' 'Good question! I like shopping, ..... and *Pokémon Go*.'

5 '..... in this advertisement are famous.' 'Look, there's Selena Gomez at the front.'

### • COMPLETE THE DIALOGUE WITH DEFINITE ARTICLE "THE" OR ZERO ARTICLE " - "

Kyle Hi! How was your trip to ..... the States?

Daisy It was fantastic! We flew back from

1 ..... New York on <sup>2</sup> ..... Monday evening.

Kyle I liked <sup>3</sup> ..... photos you posted online – you did a lot of shopping!

Daisy It was mostly window shopping in all <sup>4</sup> ..... expensive shops on Fifth Avenue! But I found some bargains and I bought <sup>5</sup> ..... presents for all my friends. Here you go!

Kyle Thanks, Daisy!

Daisy You're welcome. <sup>6</sup> ..... magnet comes from <sup>7</sup> ..... Statue of Liberty – we went on a boat trip on <sup>8</sup> ..... Hudson River. And I bought <sup>9</sup> ..... pen at a baseball match.

Kyle Cool! I love <sup>10</sup> ..... baseball.