

INTERMEDIATE - ONLINE LESSON 19

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 ¹ 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 ² in the late 1990s to ³ their products. Today, the pop-up advertising industry is ⁴ millions of pounds.

However, some ⁵ companies now think that pop-ups aren't a useful way to encourage ⁶ to buy different ⁷. 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 2 _____ Monday evening.

Kyle I liked 3 _____ photos you posted online – you did a lot of shopping!

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

Kyle Thanks, Daisy!

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

Kyle Cool! I love 10 _____ baseball.