

Task 1. Match the definitions with the correct adjective from the box.

Clip-on / Edible/ Portable / Biodegradable/ Groundbreaking/

Stunning/ Unique/ Durable /Flimsy /Novel

1. Lacking strength or solidity; easily bent, torn, or broken.
2. Able to withstand wear, pressure, or damage; long-lasting and sturdy.
3. New, original, or innovative; different from what has been seen or done before.
4. Easily carried or moved; able to be transported conveniently.
5. Suitable or safe for consumption as food; able to be eaten.
6. Innovative or pioneering; introducing new ideas or methods that have a significant impact or influence.
7. An object or accessory that can be easily attached or fastened onto another object, typically with a clip mechanism.
8. Extremely impressive or beautiful; capable of causing astonishment or admiration.
9. One of a kind; being the only one of its kind; distinctive and special.
10. Capable of being naturally broken down and decomposed by living organisms and natural processes, typically without causing harm to the environment.

Task 2. Fill in the gaps in the sentences with the most appropriate word from the box.

flimsy, durable, novel, portable, edible, groundbreaking, clip-on, stunning, unique, biodegradable

1. In an effort to reduce environmental impact, the company introduced _____ packaging made from plant-based materials that break down naturally over time.
2. I secured the _____ light onto my book, providing a convenient and adjustable source of illumination for my late-night reading sessions.
3. This rugged backpack is made of strong nylon material, designed to withstand the toughest outdoor adventures. It has endured countless hikes and remains as _____ as ever.
4. The chef skillfully crafted a stunning dessert, combining delicate flavors and textures into an _____ masterpiece that delighted the senses.
5. The old cardboard box was _____, barely holding together as I carried it up the stairs. I knew I had to be careful not to let it collapse and send its contents spilling everywhere.

6. The _____ research conducted by the team of scientists revolutionized our understanding of the universe, revealing new insights into the origins of galaxies.
7. She presented a _____ approach to problem-solving that impressed her colleagues.
8. With its compact design and lightweight construction, the _____ speaker easily fits into your bag, allowing you to enjoy your favorite music wherever you go.
9. The sun dipped below the horizon, painting the sky with _____ hues of orange and pink, creating a breathtaking view that left me in awe.
10. The artist's sculptures were truly _____, blending unconventional materials and abstract forms to create thought-provoking and one-of-a-kind artworks.

Task 3. Transform the following direct questions into indirect. Choose the correct variant.

1. "How often do you often go hiking on weekends?"
2. "Are you currently working on any interesting projects?"
3. "Have you ever traveled to a foreign country?"
4. "What is your favorite book and why?"
5. "Did you enjoy the conference last week?"
6. "What were you doing when I called you yesterday?"
7. "Had you finished your report before the deadline?"
8. "Will you be attending the company event next month?"
9. "Do you enjoy trying new recipes in the kitchen?"
10. "How long have you been studying French?"

A PRODUCT DESCRIPTION; LEARN TO WRITE PERSUASIVE COPY



Task 4. Underline the correct alternatives to complete the advert.

Skin House Wrinkle Collagen Cream is the world's

1. most / **more** effective wrinkle remover. Specially **2. creating** / **created** for mature skin, you will see results in less than a month.

It contains tea tree oil, which is **3. truly** / **actually** refreshing and **4. enhances** / **provides** your complexion. So why **5. not** / **don't** try a free sample today from your local store? Be **6. sure** / **clear** to use this coupon!

Task 5. The advert in Task 4 uses the following structure. Look back at the advert and match sections 1-4 with questions a)-d).

1 introduction	a) What should you do right now?
2 main details	b) Who is the product for?
3 further information	c) What is the product for?
4 closing incentive	d) What is the product made of?

Task 6. Read the product description below. Match tips a)-e) for writing persuasive copy with the words/phrases in bold in the product description. Put the appropriate number in the box near the tips.

- a) Explain the benefits of the product.
- b) Use adjectives that appeal to the reader's emotions.
- c) Use rhetorical questions to attract the reader's attention.
- d) Give details of what the product is like.
- e) Use superlative language.

1. Are you looking for the ultimate in comfortable sports shoes?

You need go no further than DV Sportswear. Our special offer, for this week only, is DVX men's and women's running shoes. Using breathable fabric to keep your feet drier and cushioned soles for comfort, they come in both **2. slim** fit and wide fit models.

For either regular walking or jogging, you'll need the support these shoes can offer. These **3. stylish trainers**, with their bold colourful design, will make you stand out from the crowd.

This high-quality, durable product is the **4. best value** for money and **5. will protect** your feet for miles and miles.