NHÓM CHỦ ĐIỂM 1: BUSINESS

VOCABULARY SET 1: ADVERTISING (P.1)

Vocabulary:

1. **bombard** (v): oanh tạc, dồn dập tấn công (dùng cả nghĩa đen & nghĩa bóng)
2. **conglomerate** (n): tập đoàn
3. **consume** (v) - **consumption** (n): tiêu dùng, tiêu thụ
4. **dominate** (v): chi phối, khống chế
5. **endorse** (v): ủng hộ, tán thành
6. **exaggerate** (v): phóng đại
7. **fallacy** (n): ngụy biện, sai lầm
8. **gain popularity** (collocation): trở nên phổ biến, thu hút sự chú ý
9. **merchandise** (n): hàng hóa, thương phẩm
10. **obsolete** (adj): lỗi thời
11. **predecessor** (n): người đi trước, tiền nhiệm, sản phẩm đời trước
12. **processor** (n): bộ vi xử lý
13. **revolutionary** (adj): mang tính cách mạng, đột phá
14. **saturate** (v): bão hòa
15. **tuberculosis** (n): bệnh lao

Exercises:

Task 1: Fill in the blanks with suitable words/phrases

1. The troops _____ the city, killing and injuring hundreds.
2. It is a common _____ that women are worse drivers than men.
3. Gas lamps became _____ when electric lighting was invented.
4. Since the US market has now been _____, drug dealers are looking to Europe.
5. He has _____ the whole event to make it sound rather more dramatic than it actually was.

Task 2: Translate from Vietnamese to English

1. Nhiều người đã bị bắt giữ vì tham gia vào các hoạt động cách mạng.

_____

_____

2. Các tập đoàn tài chính chi phối nền kinh tế quốc gia, làm ảnh hưởng đến kế hoạch chi tiêu của chính phủ.

_____

_____

3. Lao phổi là căn bệnh có thể gây chết người nếu không được chữa trị đúng cách.

_____

_____

4. Nhờ một loạt các mạng xã hội hỗ trợ/ trợ giúp, các bạn trẻ rất dễ thu hút được sự chú ý từ cộng đồng mạng.

_____

LIVEWORKSHEETS

5. Mỗi nhà lãnh đạo mới đều đổ lỗi cho người tiền nhiệm vì những sai lầm trong quá khứ.

Task 3: Fill in the blanks with suitable words/phrases

bombard (v)	gain popularity (collocation)
conglomerate (n)	merchandise (n)
consume (v) - consumption (n)	obsolete (adj)
dominate (v)	predecessor (n)
endorse (v)	processor (n)
exaggerate (v)	revolutionary (adj)
fallacy (n)	saturate (v)
	tuberculosis (n)

Some people say that advertising encourages us to buy things that we really do not need. Others say that advertisements tell us about new products that may improve our lives.

Discuss both views and give your own opinion.

Recently, commercial advertisements have 1_____ a variety of television channels, newspapers, magazines and websites. While some claim that this trend helps popularise new goods that enhance people's living standards, I would contend that the main result is the unnecessary 2_____of goods by the public.

There is a common 3_____that advertising is an important means to introduce new and invaluable products to the public. People may argue that in the past, a number of world-changing products 4_____thanks to advertising, such as the success story of electronic cigarette advertisements in the early 2000s, which were believed to have saved millions from 5_____and lung cancer. However, in more recent years, the market has become 6_____, leaving very little chance that one can invent a 7_____ product that changes people's life. Even when there are such life-changing inventions, it is still very unlikely that they can reach their potential customers through advertising channels, because these channels tend to be owned, controlled or 8_____by 9_____, who have no top priority other than promoting their own 10_____ .

I believe the main purpose of most advertisements is to persuade customers to make a purchase regardless of their true needs. To meet sales targets, large companies often 11_____the usefulness of a small feature of their products when advertising. For example, the latest Samsung mobile phone seems no different from its 12_____, except for a slightly faster 13_____, but Samsung marketers are skilful enough to convince customers that their older phones are 14_____, and that these devices must be upgraded to the latest version. Some other companies, including Unilever, have hired celebrities to 15_____their products, so as to appeal to customers who are fans of these famous people. All these advertising techniques may promote sales, but are far less likely to encouraging customers to purchase the goods they truly need.

In conclusion, advertising has been used as an important selling tool for many businesses, whose primary goal is profit, rather than meeting customers'needs.

333 words, written by Tu Pham

LIVEWORKSHEETS