

3

Work in pairs. Check the meanings of the words in the box. Write any new words into your exercise book together with their meanings.

Look at the eight photos of products. Which words might be used to advertise each product? Make a list of the products in your exercise book and match the words to the products.

Note: Some words can be used for more than one product.

- | | | | |
|----------------|-----------------|-----------------|-----------------|
| 1. tasty | 5. nutritious | 9. powerful | 13. refreshing |
| 2. fragrant | 6. stylish | 10. fashionable | 14. luxurious |
| 3. comfortable | 7. long-lasting | 11. delicious | 15. cost-saving |
| 4. fast | 8. cool | 12. smooth | 16. safe |



a

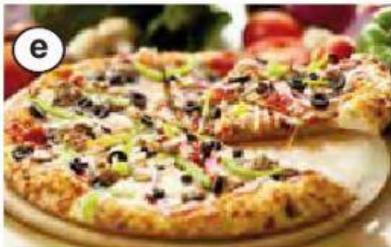
b



c



d



e

f



g



h



4

Discuss these questions.

- Can adverts sometimes be misleading? In what way?
- Think of an example of an ad which is misleading. Describe it to a partner and say why you think it is misleading. Ask your partner for their views.