Name: _____ **Date:** .../ .../ 20...

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GLOBAL ENGLISH 8: UNIT 4 – ADVERTISING
VOCABULARY 1

A. VOCABULARY

*__Lưu ý__: *Các từ vựng mở rộng thầy cô cho ghi trong vở (nếu có) và các từ vựng mở rộng trong phiếu đề có chú thích nghĩa: con về nhà chép mỗi từ 1 dòng để ghi nhớ nhé.*

No.	New words	Meanings	No.	New words	Meanings
1	**advertise** (v)	quảng cáo	13	**brand identity** (n.phr)	nhận diện thương hiệu
2	**advertisement** (n) (formal)	tờ quảng cáo	14	**commercial** (n)	quảng cáo
3	**advert** (n) (informal)	tờ quảng cáo	15	**permission** (n)	sự cho phép
4	**digital marketing** (n.phr)	tiếp thị kỹ thuật số	16	**be criticised for** (phr.v)	bị chỉ trích vì
5	**pop-up** (n)	cửa sổ quảng cáo	17	**squash** (v)	ép, nén
6	**endorsement** (n)	sự chứng thực	18	**trolley** (n)	xe đẩy tay (hàng)
7	**hoarding** (n)	biển quảng cáo	19	**essential(s)** (n)	(những) yếu tố cần thiết
8	**celebrity** (n)	người nổi tiếng	20	**tempt** (v)	kích thích, lôi cuốn
9	**electronic ads** (n.phr)	quảng cáo điện tử	21	**aisle** (n)	lối đi
10	**campaign** (n)	chiến dịch	22	**deserve** (v)	xứng đáng
11	**brand loyalty** (n.phr)	lòng trung thành với thương hiệu	23	**resist** (v)	(phủ định) nhịn được
12	**copyright** (n)	bản quyền			

* **Note:** v = verb: động từ; n = noun: danh từ; phr.v = phrasal verb: cụm động từ; n.phr = noun phrase: cụm danh từ.

*** Con thuộc nghĩa của từ, chép mỗi từ 1 dòng vào vở ghi và chỉnh phát âm theo từ điển.**

B. HOMEWORK

I. Fill in each blank with ONE suitable word/ phrase from the hint in the bracket.

*0. I'm trying to ___**illustrate**___ **(make clearer)** to you what it's like when you are there.*

1. Parents have to give their __**p**_____ **(the act of allowing someone to do something, or of allowing something to happen)** for their children to go on school trips.

2. The university has launched a campus-wide __**c**_____ **(a planned series of activities that are intended to achieve a particular aim)** to reduce use of fossil fuels.

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3. There was a need to develop __**c**_____ **(the legal right to control the production and selling of a book, play, film, photograph, or piece of music)** protection for computer programs.
4. He hoped to secure quick __**e**_____ **(the act of saying that you approve of or support something or someone)** of the plan from the president.
5. Because I live in a remote village, I regard my car as an __**e**_____ **(a basic thing that you cannot live without)**.

II. Match to make meaningful sentences.

0. Even one screen-free day in a week can make	a. in the media for failing to limit air pollution.
1. The government is being widely criticized	b. at him in those clothes.
2. Big companies often pay celebrities to	c. offering him a huge salary and a company car.
3. She couldn't resist laughing	d. loyalty to their own products.
4. All manufacturers want to encourage brand	***e. children realize that the digital world is not everything.***
5. They tempted him to join the company by	f. appear in their adverts.

0 - e	1 -	2 -	3 -	4 -	5 -

III. Circle the correct answer A, B, or C.

0. Helen _____ the music club's activities when she was still a student.
A. *got involved in* B. *converted into* C. *worked her way up*
1. He _____ his services on the company notice board.
A. criticises B. deserves C. advertises
2. Select the option you want from the _____.
A. hoarding B. pop-up C. campaign
3. Which _____ recently spent $60,000 on an engagement ring?
A. copyright B. celebrity C. advertisement
4. You'll find the shampoo and the soap in the fourth _____ from the entrance.
A. aisle B. advert C. endorsement
5. Why will supermarket _____ never move in the direction that you push them in?
A. permissions B. essentials C. trolleys

IV. Complete the sentences by using words in the box. There are 2 extra words. Change the form of the words if necessary.

hoarding	essential	commercial	brand identity	copyright	squash	***rein***	deserve

*0. You pull on both _____**reins**_____ to stop or slow a horse, but only the left rein to turn left.*
1. You should treat those *remarks (lời nhận xét, phê bình)* with the contempt that they _____.
2. We decided to keep the separate names after the *merger (sự liên doanh)* because both companies had strong _____.
3. If you all _____ up, we could fit an extra person in the car.
4. Goods that were once considered luxuries are now treated as _____ by many.
5. A number of buildings have been *demolished (phá hủy, đánh đổ)*, with _____ put up around the empty spaces.

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V. Rearrange the words to make meaningful sentences.

0. winter. / resorts / deserted / The / coastal / are / in

→ ***The coastal resorts are deserted in winter.***

1. promising. / future / The commercial / of / very / looks / the company

→ _____

2. copyright / Who / on / article? / the / holds / this

→ _____

3. up / Hollywood / at / turned / celebrities / Laguna Beach.

→ _____

4. I / get / they / they / hope / deserve. / the punishment

→ _____

5. We / local newspaper. / car / advertised / the / in / our

→ _____

VI. Make sentences with the words given. Change the form of the words if necessary.

0. ***She is optimistic about her chances of winning a gold medal*** *(optimistic).*

1. _____ **(celebrity).**

2. _____ **(advertisement).**

3. _____ **(permission).**

4. _____ **(commercial).**

5. _____ **(deserve).**

C. PET + FCE PRACTICE

A These provide the familiarity and consistency essential for the blind runner.

B Their support gave him extra confidence regarding his changing surroundings.

C Simon believes the feelings of liberation and independence he gets from running solo far outweigh any anxiety over such dangers.

D He began by training on football pitches behind his house, running between the goalposts.

E It gives him a great opportunity to run with everyone.

F That's not to say the learning curve has been without incident.

G As a result of this slow experimentation, he was able to memorise a set five-kilometre course.

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You are going to read a newspaper article about a blind runner. Six sentences have been removed from the article. Choose from the sentences **A–G** the one which fits each gap (**37–42**). There is one extra sentence which you do not need to use.

Mark your answers **on the separate answer sheet.**

Blind Runner

Paul Hardy reports on a blind runner called Simon Wheatcroft who enjoys taking part in marathon and ultra-marathon races, running distances between 42 km and 160 km.

Running marathons, a race of 42 km, has become increasingly popular. This distance poses extreme physical and mental challenges for anyone, but for Simon Wheatcroft there is another hurdle; he has been blind since he was 18 years old.

For the past two years Simon, now 29, has been overcoming his disability to compete in marathons and ultra-marathons by training with runners who act as his guides, and also, rather uniquely, by teaching himself to run solo, out on the streets. 'I got bored exercising indoors, so thought, "I'll have a go at running outside",' he explains. **37** Then he got bored again and wanted to try running on the roads.

Weeks of gradual exploration followed, walking a route alone. **38** It took him along little-used pavements alongside a busy main road. He also recruited technology to help him form his mental map of the area using a smartphone app, to provide feedback through headphones about his pace and distance. This information could then be cross-referenced with his knowledge of the route and any obstacles.

Now, having covered hundreds of km alone on the route, Simon has been able, gradually, to phase out the app. 'When I first started I had to really concentrate to an unbelievable level to know where my feet were falling. Now it has become quite automated.' **39** 'I did make a few mistakes early on – like running into posts. But you only run into a post once before you think "Right. I'm going to remember where that is next time",' he laughs.

Joining Simon for a training session, it's striking how natural and fluid his movement is; he takes shorter, shallower, more gentle steps than most runners, using his feet to feel his way. His landmarks are minute changes in gradient and slight variations in the running surface. **40** 'I have to believe this route is going to stay consistent, and there won't be things like roadwork signs or big rocks,' he says.

41 'I try to concentrate on the millions of footsteps that go right and think positively,' he explains. When it comes to racing in ultra-distance events, Simon has to use guides to run sections of the course with him; after all, it would be almost impossible to memorise a 150 km stretch of countryside by heart. However, the physical and practical advantages of training in the fresh air, on his own terms, are vast and have boosted his confidence in his running ability as well as providing inspiration to others.

But for Simon the real thrill and motivation for training come from simply being able to compete on equal terms. **42** 'I can't hide the fact I'm blind,' he says, 'but at the same time I would rather compete with everybody else and not be put into a special group. Being visually impaired doesn't mean you can't run.'

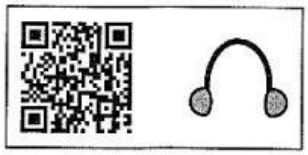
LIVEWORKSHEETS

Con hãy mở link nghe sau bằng máy tính nhé: https://tinyurl.com/mr4buepp (từ 10p55s - 20p20s)

Part 2

Questions 8–13

For each question, choose the correct answer.



8 You will hear two friends talking about doing exercise.
Why is the man finding it difficult to do exercise?

A He can't afford to go to the gym.

B He doesn't have a lot of free time.

C There aren't any sports facilities nearby.

9 You will hear two people talking in a restaurant.
They agree that

A the soup was very spicy.

B the fish dishes were very tasty.

C one of the desserts was very small.

10 You will hear a woman telling her friend about her neighbours.
What problem does she have with her neighbours?

A They are noisy.

B They are unfriendly.

C They are untidy.

11 You will hear two friends talking about a new museum.
What does the woman say about it?

A She was surprised by some things on display.

B The opening hours suit her.

C She hopes to have another chance to visit.

12 You will hear a man talking to a colleague about a hotel he stayed in.
He complains that

A the room was too small for him.

B the location wasn't what he expected.

C he was disturbed by the traffic.

13 You will hear two passengers talking on an aeroplane.
How does the woman feel about flying?

A She thinks it's very convenient.

B She finds it a relaxing way to travel.

C She prefers travelling by train to flying.

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I. Choose the correct answer.

1. He likes to swim. He wishes he _____ near the sea.

A. lives B. lived C. had lived D. would lived

2. It's cold today. I wish it _____ warmer.

A. is B. has been C. were D. had been

3. I wish I _____ the answer, but I don't.

A. know B. knew C. had known D. would know

4. She wishes she _____ blue eyes.

A. has B. had C. had had D. would have

5. I have to work on Sunday. I wish I _____ have to work on Sunday.

A. don't B. didn't C. won't D. wouldn't

II. Complete the sentences by using words in the box. Change the form of the words if needed.

symbolise	generosity	transform	income	swirl

1. The new system _____ the way managers thought about their money.

2. Pipe the chocolate into _____ over the chocolate-coated truffles.

3. Wedding rings _____ a couple's commitment to each other.

4. We have a(n) _____ of over $100,000 a year.

5. I shall never forget the _____ shown by the people of Bataisk.

** **Lưu ý:** Với những từ con không nhớ và viết sai, con chép từ đó vào vở 2 dòng.*

LIVEWORKSHEETS