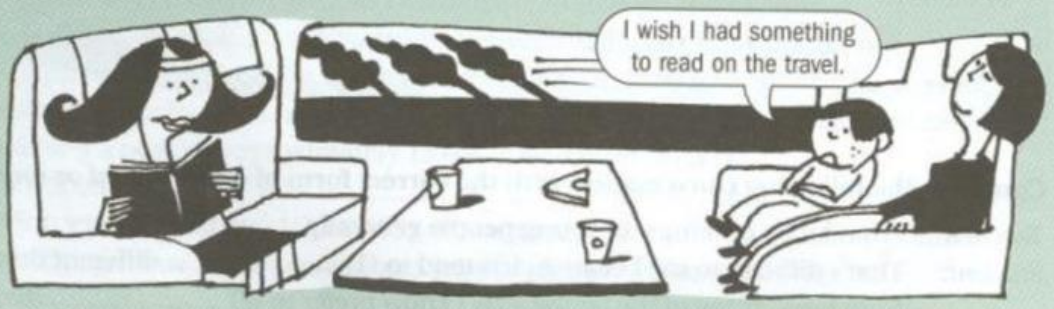
28 Noun confusion 2 – advertising, travel and young people

1 Tick the correct sentence in each pair.

1 a Advertising on TV is the best way of increasing your business.
  b Advertisement on TV is the best way of increasing your business.
2 a How was your travel to Canada?
  b How was your trip to Canada?

- *Advertise* is the verb and *advertisement* (it can be shortened to *advert*) is the noun. We can also use *commercial* to refer to TV advertisements: *I saw a really funny* ***advertisement / commercial*** *on TV last night.* We use *advertising* to refer to the industry: *My sister works in* ***advertising***.
- We use *journey* or *trip* to talk about getting from A to B: *The* ***journey / trip*** *to Australia was really long.*
- *Travel* is a verb and an uncountable noun which refers to taking journeys in general: *We* ***travelled*** *for hours before we saw any sign of life. Air* ***travel*** *is very cheap these days.*
- *Trip* can also refer to a holiday or an excursion: *I needed a break so I decided to take a* ***trip*** *to the coast.* (not ~~*I decided to take a travel*~~)
- We usually use *youth* to refer to a stage of life: *I did a lot of travelling in my* ***youth***. It is rarely used to talk about people; instead, we use *young person* or *young people*.

2 Correct the mistake below.



I wish I had something ..... .

3 Fill in the blanks with a suitable word or phrase from this unit.

1 Have you packed any snacks for the train .....?
2 The ..... we placed in train stations bring us the most business.
3 We need to give the ..... in our society a lot more opportunities if we want them to grow into responsible adults.
4 I'll apply for a job in ..... when I finish my marketing course.
5 I was very unhappy with the skiing ..... organised by your company.
6 Would you prefer to ..... by train or by plane?
7 Is it more effective to ..... a product on TV or in magazines?
8 We are looking for a ..... with an interest in computers to fill the post.

LIVEWORKSHEETS