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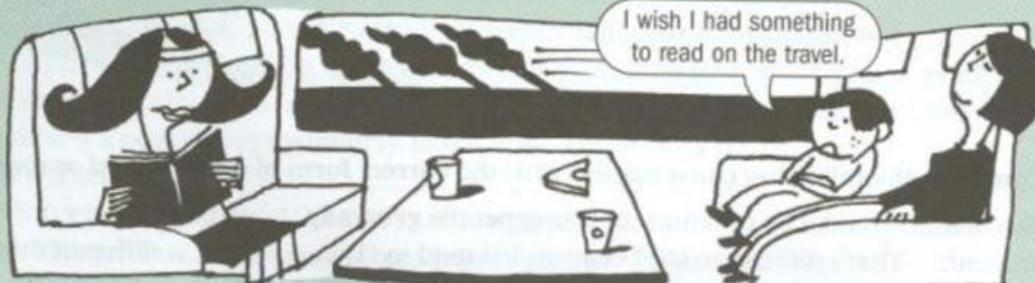
Noun confusion 2 – advertising, travel and young people

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.