

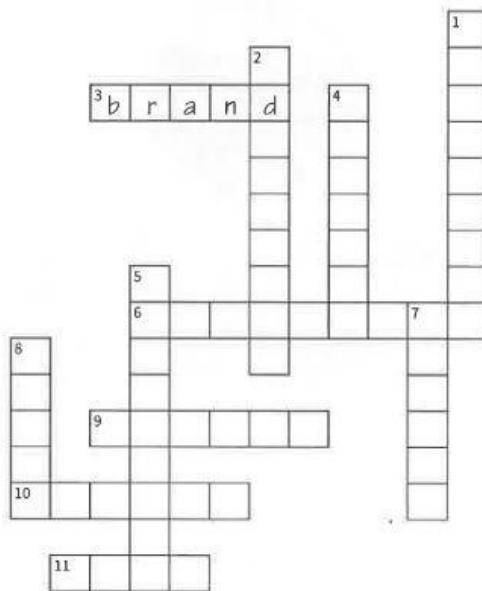
# 8

# ADVERTISING

## VOCABULARY

### Advertising

#### 1 Complete the crossword. Use the clues.



#### Across

- 3 The name of a type of product.
- 6 Tell people about your product (on TV or online).
- 9 A person who is selling something.
- 10 You write this to give your opinion about a product.
- 11 A symbol that represents the product.

#### Down

- 1 Change how someone thinks about something.
- 2 A program that stops adverts on your computer.
- 4 The object or service a company sells.
- 5 This type of company makes adverts.
- 7 A word or short phrase linked to a brand.
- 8 A person who buys something.

#### 2 Complete the sentences with the correct form of the verbs in the box.

advertise block buy market  
not influence produce review sell

- 1 I don't want to buy a new phone. This one's perfectly good.
- 2 A lot of the people who \_\_\_\_\_ the book online said they didn't like it.
- 3 I saw those drones \_\_\_\_\_ on TV – they look amazing.
- 4 Some products are very difficult \_\_\_\_\_ in other countries because of their names.
- 5 Do you know anyone who \_\_\_\_\_ a bike? I need a new one.
- 6 Most technological devices like phones and tablets \_\_\_\_\_ in Asian countries.
- 7 A lot of people say that advertising \_\_\_\_\_ them – but actually it does.
- 8 There are so many adverts on the Internet that sometimes I'd really like \_\_\_\_\_ them all.

#### 3 Look at the verbs in Exercise 2 again. What is their noun form? (See the *Learn to learn* tip in the Student's Book, p95.)

1	buyer	5	_____
2	_____	6	_____
3	_____	7	_____
4	_____	8	_____

#### Explore it!



#### Guess the correct answer.

It's not true that we don't like watching adverts. An advert for Samsung in India has got over \_\_\_\_\_ million views.

- a 100
- b 150
- c 200



Find an interesting fact about an advert and send a question in an email to a classmate or ask them in the next class.