

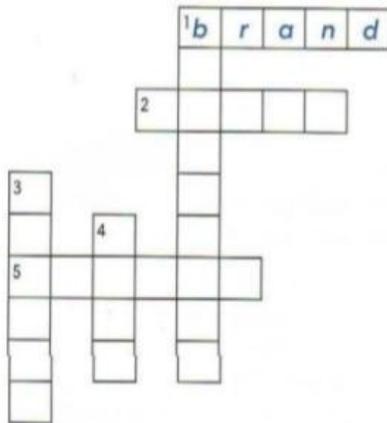


I can understand key information in short dialogues about advertising.

1 Choose the correct option.

- 1 I hate it when I'm watching a film and it's interrupted every fifteen minutes by *billboards / commercials*.
- 2 Sam's got a part-time job giving out *slogans / flyers* in the High Street.
- 3 Who is our target *audience / poster* for the product?
- 4 What's your favourite *brand / logo* of soft drink?
- 5 I'm not sure about the new *logo / slogan*. I think it looks old-fashioned.

2 Complete the crossword.



Across

- 1 the name of a particular kind of product made by one company
- 2 a piece of paper advertising an event or product
- 5 a short, easy to remember, phrase used in advertisements

Down

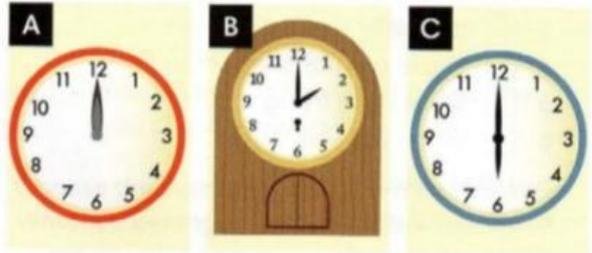
- 1 a large sign outside which is used for advertising
- 3 a printed picture or photograph advertising something which is put up in a public place
- 4 a small design or word which is the official sign of a company

3 Listen to five extracts from TV commercials. Match commercials 1-5 with products a-h. There are three extra products.

- a washing powder
- b soap
- c pizza
- d chocolate
- e party planning service
- f headphones
- g cleaning service
- h shampoo

4 Listen to four short conversations. Choose the correct answers.

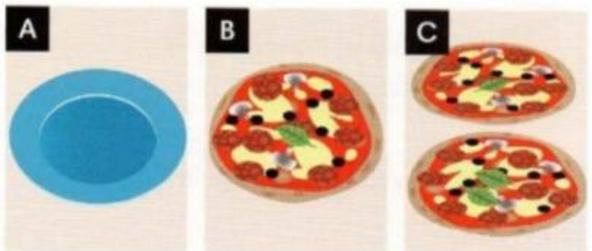
1 What time is Jitesh's garage sale?



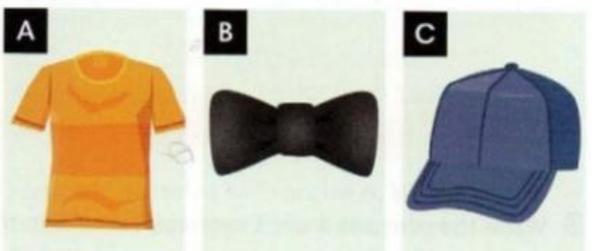
2 What do the football academy offer for free if you sign up for a summer course?



3 What do you get free in the supermarket offer?



4 What do you have to wear for the burger offer?



5 Listen again. Mark the sentences true (T) or false (F).

- 1 Jitesh wrote the wrong time on his poster.
- 2 Gary got a free T-shirt from the football academy.
- 3 The pizzas on offer are very small.
- 4 You can get fries at Zoom's.