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Vocabulary & Grammar:

Use of English:

Listening:

Mini Test:

GLOBAL ENGLISH 8

UNIT 4 – ADVERTISING – VOCABULARY 1 & FCE SPEAKING

Lưu ý: Các từ vựng mở rộng thấy 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.

A. VOCABULARY

Media Studies (Nghiên cứu truyền thông)

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, ủng hộ hoặc quảng bá	18	trolley (n)	xe đẩy tay (hàng)
7	billboard (n)	biển quảng cáo	19	essential(s) (n)	(những) yếu tố, đồ dùng 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)	kháng cự, chống lại
12	copyright (n)	bản quyền			

B. EXTRA VOCABULARY

No.	New words	Meanings	No.	New words	Meanings
1	dehydrated (adj)	mất nước	4	only when (= not...until)	chỉ khi
2	deserted (adj)	hoang vắng	5	to apologize for	xin lỗi về điều gì
3	swollen (adj)	sưng phồng	6	to make a/ the decision to V	quyết định làm gì

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

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

C. HOMEWORK

I. Match the words with the correct definitions.

Column A		Column B
0. illustrate	0- C	A. the legal right to control the production and selling of a book, play, film, photograph, or piece of music
1. permission	1-	B. a basic thing that you cannot live without
2. campaign	2-	C. make clearer
3. copyright	3-	D. a planned series of activities that are intended to achieve a particular aim
4. endorsement	4-	E. the act of allowing someone to do something, or of allowing something to happen
5. essential	5-	F. a public approval or support for a product, service, or idea, often by a celebrity or an influential person

II. Circle the correct answer.

- We compared our product with the leading _____.
 (A) brands B. comp C. butler
- He _____ his services on the company notice board to attract potential customers.
 A. criticises B. deserves C. advertises
- Choose the specific option you need from the available _____ on the screen.
 A. billboard B. pop-up C. campaign
- Who was the famous _____ that recently spent a fortune on a diamond ring for their engagement?
 A. copyright B. celebrity C. advertisement
- You can find the toiletries such as shampoo and soap down the fourth _____ after entering the store.
 A. aisle B. advert C. endorsement
- Why is it that supermarket _____ never seem to move in a straight line when you push them?
 A. permissions B. essentials C. trolleys

III. Fill in the blanks with the correct form of the verbs in brackets.

- If only I knew (know) how to drive, I wouldn't need to take the bus every day.
- If only I _____ (have) more confidence, I could speak in public without fear.
- I wish I _____ (seek) advice before making important decisions.
- Unless he _____ (study) harder, he wouldn't be able to pass the difficult exam.
- If I managed my time better, I _____ (travel) more and _____ (explore) new hobbies.
- I wish you _____ (not leave) your keys at home all the time, so we could leave on time.

IV. Circle the correct answer.

- She enjoys running / to run every morning.
- I'm interested **to learn** / **in learning** about different cultures.
- She is excited **about travel** / **about traveling** to Japan next summer.
- I keep **forgetting** / **to forget** my keys whenever I leave the house.
- I'm tired **to working** / **of working** every weekend.
- They apologized **of be** / **for being** late to the meeting

Lưu ý:

1. Khi làm bài tập có từ mới, các con phải tra từ điển. Sau khi tra từ điển, các con chép mỗi từ mới 1 dòng để ghi nhớ.
2. Các con gạch chân các từ khoá chính trong bài đọc.

Test 1 Exam practice

Reading and Use of English • Part 4

Action plan

- 1 Read the instructions and the example.
- 2 Read the first sentence, think about it and concentrate on the meaning.
- 3 Decide what kind of word the key word is and what often follows it. You must never change the key word.
- 4 Use words from the first sentence if you can, or change the form of them to help you (e.g. a noun to an adjective; affirmative to negative, etc.). Do not change words unnecessarily.

Follow the exam instructions, using the advice to help you.

For questions 25–30, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** You must use between **two** and **five** words, including the word given. Here is an example (0).

Cross out words that are repeated across the two sentences:

- 0 ~~The boat tour was full, so we had to wait an hour for the next one.~~

PLACES

There WERE NO PLACES left on the ~~boat tour, so we had to wait an hour for the next one.~~

You can see that:

- was is transformed into were to match the plural noun (*places*)
- no is used to make a phrase with *left* – *no places left* means the same as 'full'

Advice

25 'only when' is the same as 'not ... until'.

26 Think of the grammar of the verb 'apologise'.

27 The words you need to write mean the same as *be so busy that I can't*.

28 There is a negative element in what you have to write.

29 Take care with the expression of quantity.

30 In order to use 'have', change the adjective in the first sentence into a noun.

- 25 'I can come out only when I've finished the last two pages of my project,' said Janie.

UNTIL

'I I've finished the last two pages of my project,' said Janie.

- 26 Martin said he was sorry that he'd upset Sarah.

APOLOGISED

Martin Sarah upset.

- 27 'I might not have time to pick up your book from the shop tonight,' Mrs Slade told her husband.

BUSY

I might to pick up your book from the shop tonight,' Mrs Slade told her husband.

- 28 Jim has decided to wait until spring to buy a new car.

DECISION

Jim has to buy a new car until spring.

- 29 I've received several letters recently from a financial company.

SENT

I've of letters recently by a financial company.

- 30 Jason was the most experienced skier in the group.

HAD

Of all the skiers in the group, none than Jason.

Con hãy làm bài nghe theo link sau:

<https://youtu.be/ssKJZcBBYuQ>

Test 1 Exam practice

Listening • Part 2

Action plan

- 1 Read the instructions to get an idea of the situation.
- 2 Quickly go through the incomplete sentences, including the words after the gaps. This will help you get an idea of what the recording is about.
- 3 For each gap, decide what kind of information you need to listen for (e.g. a noun, adjective or verb. Many of the answers are often nouns, so think about whether you are listening for an object, place, person, title.)
- 4 The first time you listen, write your answer in pencil, in case you want to change it on the second listening.
- 5 When the recording has finished, check the sentences all make sense – and check your spelling, too.

 9 Follow the exam instructions, using the advice to help you.

You will hear a talk by a woman called Kelly who ran a long-distance hiking route from the top to the bottom of New Zealand. For questions 9–18, complete the sentences with a word or short phrase.

Running the 'Long Pathway' – a 3,000km route in New Zealand

Kelly trained for running the Long Pathway near where her (9) lives.

Kelly took her (10) with her to New Zealand to provide practical support.

Kelly uses the word (11) '.....' to describe the beaches she ran along.

The hardest day of the run was when Kelly lost her (12)

Kelly says she enjoyed running in the (13) most of all.

For part of the route, Kelly did a trip in a (14) for 128 kms.

Kelly was amazed by the (15) she saw.

Kelly used a ferry to cross from the North to the South Island because of the (16) on the day she was there.

Despite training well, Kelly had issues with her (17) near the end of the race.

Kelly says she felt (18) when she finally got to the finish line.