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Vocabulary & Grammar:

Use of English:

Listening:

Mini Test:

GLOBAL ENGLISH 8

UNIT 4: ADVERTISING – VOCABULARY REVISION & SPEAKING

Lưu ý: Các từ vựng mở rộng thầy 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. EXTRA VOCABULARY

No.	New words	Meanings	No.	New words	Meanings
1	durable (adj)	lâu bền	6	deliberate (adj)	có chủ đích, cố tình
2	slacklining (n)	môn thể thao đi trên dây thăng bằng (dây slackline)	7	exhibit (n)	hiện vật triển lãm
3	webbing (n)	dây đai phẳng, chắc (chất liệu dùng để làm slackline)	8	remarkably (adv)	một cách đáng chú ý
4	attach (v)	gắn, đính kèm	9	outcome (n)	kết quả
5	antiquity (n)	cổ vật	10	scale (n)	quy mô, kích thước

***Note:** *n = noun: danh từ; v = verb: động từ; adj = adjective: tính từ; adv = adverb: trạng từ*

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

B. HOMEWORK

I. Circle the correct answer.

- The company launched a successful advertising _____ to promote its new product.
A. celebrity B. advert **C. campaign**
- The packaging was damaged because the products were _____ during delivery.
A. squashed B. trolley C. billboard
- These shoes are so well-made that they are guaranteed to be _____ and durable.
A. swap B. exclusive C. long-lasting
- The new _____ was shown on TV during prime time and attracted a lot of viewers.
A. commercial B. brand loyalty C. aisle
- Many consumers are _____ to buy things they don't need when there are big discounts.
A. embroidered B. tempted C. deserved
- The designer used a(n) _____ pattern to make the scarf look more attractive.
A. copyright B. award-winning C. multicoloured

II. Use the suitable REFLEXIVE PRONOUN to complete each sentence.

- He hurt himself while playing football yesterday.
- I made the cake all by _____ for my sister's birthday.
- The children enjoyed _____ at the park last weekend.
- Be careful with that knife, or you might cut _____.
- The cat cleans _____ every day after eating.
- We had to teach _____ how to play the new game because no one else knew the rules.

III. Fill in the blanks with the given words in the box (some words may not be used). Change the form of the words if necessary.

trolley	electronic	endorsement	pop-up	advertise	essential	permission	celebrity
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Digital marketing has transformed how businesses (0) advertise their products online. Companies often rely on various techniques to engage customers, such as launching a new (1) _____ on their website whenever they have special offers or discounts. Recently, a major sports brand collaborated with a famous athlete for a product (2) _____, which led to a significant rise in sales. However, not all strategies are straightforward. In some cases, businesses need to obtain (3) _____ before using copyrighted materials in their ads, to avoid legal issues. Furthermore, small businesses often find it challenging to compete with larger corporations that can afford more frequent (4) _____ ads. Despite these challenges, maintaining customer trust by focusing on quality (5) _____ is key to long-term success in the marketplace.

IV. Match the words with the correct definitions.

Column A		Column B
0. illustrate	0- C	A. the legal right to control the use of creative work
1. resist	1-	B. a small cart for carrying items, typically used in supermarkets
2. tenacity	2-	C. make clearer
3. copyright	3-	D. the quality of being determined or persistent
4. trolley	4-	E. to fight against or refuse to accept something
5. advertisement	5-	F. a public notice promoting a product or service

V. Circle the correct answer to complete each sentence.

- The new-born / clear-sighted / good-looking baby was sleeping peacefully in his crib.
- The lion-hearted / all-star / house-keeping soldiers stood firm in the face of danger.
- She's known for being a heart-breaking / five-years / hard-working student who always excels in her studies.
- We are looking for a worse-looking / short-haired / ten-floor apartment in the city center.
- He has a dark-eyed / clear-sighted / kind-hearted approach to business, making decisions that benefit everyone in the long run.
- The heart-breaking / all-star / ten-page movie left the audience in tears, as it told a touching story of loss and love.

VI. Fill in the blanks with the correct form of the verb in either the Present Simple Passive, Past Simple Passive, or Active form.

- The letters are delivered (deliver) to the office every morning at 8 a.m.
- The cake _____ (bake) by my mom last night for the party.
- The reports _____ (prepare) by the staff every Monday.
- The house _____ (not clean) yesterday because the maid was sick.
- The company _____ (criticize) regularly for its environmental policies.
- They _____ (paint) the entire house last summer, and it looks amazing now.

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.

**Part 1**

For questions **1–8**, read the text below and decide which answer (**A, B, C or D**) best fits each gap. There is an example at the beginning (**0**).

In the exam, mark your answers **on the separate answer sheet**.

Example:

0 **A** have **B** make **C** get **D** put

0	A	B	C	D
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Slacklining

Slacklining is an increasingly popular activity in London's parks. All you need if you want to **(0)** a go at slacklining is two trees about fifteen metres apart, a five-centimetre-wide strap of around the same length and the equipment to **(1)** the strap to the trees.

The slackline is not a rope, but a flat piece of strong webbing material. The **(2)** is to try to walk along the line without **(3)** your balance. As the line is usually **(4)** about a metre or so above the ground, there is no **(5)** risk of injury if you don't **(6)** to stay on the line. Other street sports, such as skateboarding and parkour are much more dangerous.

Basically, slacklining **(7)** quite a lot of practice, but it is something that you can learn to do. At first, most people like to **(8)** on to a friend's hand until they get used to the feeling of the moving line under their feet.

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|------------------------------|-------------------|------------------|-------------------|
| 1 A join | B attach | C unite | D stick |
| 2 A aim | B target | C plan | D schedule |
| 3 A dropping | B missing | C losing | D slipping |
| 4 A positioned | B stood | C settled | D arranged |
| 5 A deep | B great | C wide | D tall |
| 6 A realise | B achieve | C manage | D succeed |
| 7 A asks | B requests | C calls | D requires |
| 8 A keep | B hold | C touch | D stay |



Part 2

You will hear a museum director called Carl Halford talking about the museum where he works. For questions 9–18, complete the sentences with a word or short phrase.

Museum director

Carl says that the museum was last renovated in the year

(9)

Carl says that improvements in the (10)

in museums often goes unnoticed.

There are now a total of (11) exhibits which

visitors can see in the museum.

The exhibits are now arranged according to their

(12)

One of Carl's favourite pieces is a 4,500-year-old cup with a design of a

(13) on the bottom.

Carl describes a strange farm model in the museum that features

(14) and a farmer.

Some visitors to the museum are frightened by the

(15) of one large statue.

Carl also describes a vase which shows a man fighting with a

(16)

Carl finds it surprising that one of the coins in the museum has such

(17) decoration.

One simple exhibit that Carl likes is a plain stone with a picture of a

(18) on it.