

GE8 UNIT 4 ADVERTISING 1

1. Read and match the words in bold with the definitions:

Advertising is all around us. **Digital marketing** experts estimate that we see, on average, 4000 **advertisements** each day. They appear as **pop-ups** on our screens or **adverts** on TV, sometimes with a famous person to give them **celebrity endorsement**. Or you might see them on your way to school on **hoardings** and on big screens in the street. You read advertising **slogans** on the back of buses and on carrier bags. **Electronic ads** flash up at the side of the pitch during a match at a sports stadium. Big companies want their customers to buy their **products** rather than their competitors' products. They know who their **target audience** is and they want to create **brand loyalty** so that customers don't just buy their products once but continue to buy them. They spend a lot of money on **advertising campaigns**. They advertise through **social media**, traditional **print media** and on television and at the cinema. Adverts appear in newspapers and in magazines.

The shortened forms of advertisement are _____ in the UK and _____ in the US.

A famous person appearing in an ad saying they use and like a product: _____

A short, easily remembered phrase, especially one used to advertise something: _____

The use of digital channels to promote a brand and connect with customers: _____

The people a company expects will buy a particular product: _____

The industry involved with making products or services known about and persuading people to buy them: _____

When people buy the same product from the same manufacturer or supplier rather than buying similar products: _____

A very large board on which advertisements are shown beside a road: _____

A planned group of activities to promote a product: _____

A new window that opens quickly on a computer screen in front of what you're working on: _____

Answer the following questions:

Think of an advertisement you've seen today. Where did you see it? What was it for?

What do you think after watching the advertisement?

What do you think people often do after watching advertisements?

2. Rewrite the following sentences in **PASSIVE VOICE** (be + V3)

She **didn't do** the laundry last night.

We **bought** a pair of reflective armbands yesterday.

They **won't carry** the tables to the first floor.

My siblings **are painting** the mural carefully.

He **gives** three cookies to Surly every day.

Drivers **must obey** traffic laws for ensuring road safety.

They **have written** many fiction books for children.

My dad **has already put** my baby sisters to bed.

3. Describe the nouns using **compound adjectives**.

Compound Adjectives	Examples:
Number + Noun	A break that takes ten minutes is a ten-minute break.
Adjective + Noun	A bike ride over a long distance is a long-distance bike ride.
Adjective + Present Participle	A person who works hard is a hard-working person.
Noun + Present Participle	An athlete who breaks records is a record-breaking athlete.
Noun + Adjective	A room that is free from smoke is a smoke-free room.
Noun + Past Participle	An engine cooled by water is a water-cooled engine.
Adjective + Past Participle	A man with a bad temper is a bad-tempered man.
Adverb + Past Participle	A city that has a dense population is a densely-populated city.

A building that has twelve stories is _____	Men who look good are _____
Children that behave well are _____	Medicine that lasts a long time is _____
A boy who is 5 years old is _____	Cookies that are free from fat are _____
A monster with green eyes is _____	A museum that is famous throughout the world is _____
Traffic that moves slowly is _____	