

## 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.

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

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

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

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

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

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

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

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

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