

Complete the sentences with words in the box.

advertise	ad/advertisement	brands	commercials	fashion statement
logo	merchandise	merchandising	products	slogan
sponsor (n.)	sponsor (v.)	status symbols		

- 1 Al's Pizza pays to support our basketball team. They are our sponsor. We have their "Best pizza in town!" on our jerseys.
- 2 Louisa wears bright colors to make a slogan.
- 3 Dave's business was not doing well, so he decided to advertise on TV. He also hired an artist to design a new logo for his business.
- 4 Have you seen the commercials for that new TV show? It looks really funny.
- 5 Brands from famous designers, like Gucci and Prada, are often more expensive because they are status symbols.
- 6 Disney makes a lot of its profits from merchandise. The company charges other companies to put its characters on their products.
- 7 Many websites make money by hosting advertisements for other companies and products.
- 8 Many companies will sponsor a local charity or a sports team because they know it is good for their reputation.
- 9 The football stadium has a store inside that sells the team's merchandise.

Circle the correct words.

- 1 The fans are going to their seats. They *can't* / *must* have tickets.
- 2 Val was in second place in the race last time. She *might* / *must* win this time.
- 3 Andreas always wears a Santos jersey. He *could* / *must* like the team.
- 4 There's a man talking to the players. He *must* / *could* be the coach. Or maybe he's the referee.
- 5 Some fans are leaving the game early. They *can't* / *might* be bored.
- 6 Nobody is wearing a jacket. It *can't* / *could* be cold.

Write *where*, *which*, *who*, *that*, or *-* (if a relative pronoun is not necessary).

- 1 I like stores that OR which have a lot of different products.
- 2 I never go to restaurants where I have to wait.
- 3 My friends who live far away text me all the time.
- 4 I share all the photos that I take with friends and family.
- 5 I don't like problems which keep me awake at night.
- 6 I don't give money to people who I don't know.
- 7 I would like to be someone who other people admire.

Complete the conversations. Use *could*, *might*, *must*, or *can't* and the verb in parentheses ().

- 1 A Does Victor know Eve?
B He must know (know) her. They're taking the same class.
- 2 A Are there tickets available for tomorrow's game?
B There are (be) tickets left. Let's look online and see.
- 3 A That's Marisol's brother.
B He is (be) Marisol's brother. Everyone in her family is tall, and he's very short.
- 4 A Does Natalia like soccer?
B She likes (like) it. She talks about it all the time.
- 5 A We have a meeting tomorrow, right?
B We have (have) a meeting. Mark hasn't decided yet.
- 6 A Tom's at the door.
B Tom is (be) at the door. He's at work.

Combine the sentences. Use relative pronouns where necessary.

1 Some stories are unbelievable. The stories go viral.

Some stories that go viral are unbelievable.

2 The stories are about animals. I like those stories the most.

The stories that I like the most are about animals.

3 People must have a lot of free time. These people watch a lot of videos.

4 People share stories. They think the stories are funny.

5 There's a video with a cat. The cat is playing the piano.

6 Once I saw a video of a house. Fifty cats lived in the house.

7 One great video still makes me laugh. I saw the video last year.

8 My friends thought it was funny, too. *My friends saw the video.*

Match the columns to complete the conversations.

1 I really think professional athletes are paid too much.

a As I see it, they have a responsibility to be good role models.

2 I find it very unfair that women athletes earn less than men.

b Yes, absolutely. There's no reason they should earn less.

3 I don't really think it's better to watch sports live than on TV.

c It's not so much that it's better. It's just different.

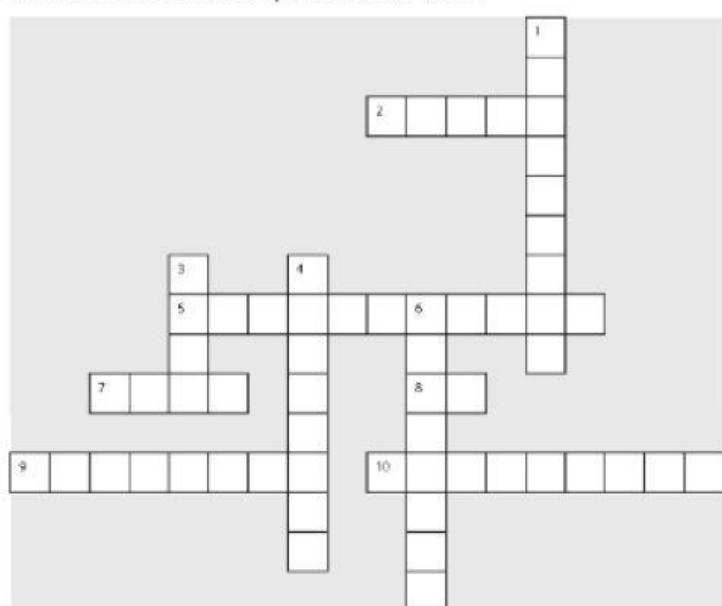
4 High school students should focus on their studies, not on sports.

d Just a second. Pro athletes train really hard. They earn their salaries.

5 Don't you think we expect too much from professional athletes?

e OK, that's a good point, but high school sports aren't all bad.

Look at the clues and complete the crossword.



ACROSS

2 This person gets paid to wear the latest designs.
5 This word has a similar meaning to *performer*.
7 Beyoncé is more than just a singer.
She's a cultural ...
8 This person plays music so people can dance.
9 This person is paid to tell jokes.
10 This is someone who is famous.

DOWN

1 This word has a similar meaning to *director*.
3 This is someone who is brave or who people admire.
4 This person makes new fashions.
6 At a concert, these are the people in the crowd.

Complete the conversation with the expressions in the box.

I really think just a second as I see it that's a good point I found it
it's just that that's true but it's not so much that

Derek So, Elisa, what did you think of the book?

Elisa I hated it.¹ really boring.

Derek Yeah, me too.² it's the worst book we've read this year.

Tae-hyun Now,³ I liked it. It was so different from the stuff we usually read.

Elisa⁴ doesn't mean it was good.

Tae-hyun Well, Derek, I'm surprised you didn't like it. You usually love science fiction.

Derek⁵ this book was more about the relationship between the two main characters – not really about the space travel.⁶ this book was really more of a love story.

Tae-hyun⁷ it's a love story,⁸ love is an important part of the story. I still think it's science fiction.

Read the article. Write the missing information.



Red Bull is an example of an international success story. The brand has become so popular that people don't even realize where the drink comes from. They think it is either from their country or the United States. Very few people know that Red Bull is Austrian.

Actually, Red Bull is even more international. The owner, Dietrich Mateschitz, got the idea for Red Bull from an energy drink in Thailand. It was called Krating Daeng, which is Thai for "red bull." Dietrich Mateschitz discovered Krating Daeng during a trip to Asia in 1982. He went into business with Chaleo Yoovidhya, the creator of the Thai drink. Mateschitz made some changes to the flavor and started selling Red Bull in Austria in 1987.

Today Red Bull is sold around the world. It is not only a drink. With its slogan "Red Bull gives you wings," it has become a lifestyle icon.

- 1 Red Bull is an _____ company.
- 2 The name of the owner is _____.
- 3 The owner became interested in Red Bull when he was in _____.
- 4 Krating Daeng means _____.
- 5 Chaleo Yoovidhya was the person _____.

Read the social media comment. Underline the five words and phrases that mean "because (of)" and "so."

Global brands are everywhere these days. As a result, some local companies are closing. This is a very serious problem. Due to the fact that businesses are closing, people are losing their jobs. As they no longer have jobs, they buy less. That affects other companies. Consequently, more people lose their jobs. What can we do about this? We should try to buy local brands. If we have to pay a little more, we should do that. It will save so many jobs. We can't keep global brands out of our country. Thanks to the Internet, new products can become international brands very quickly. But we can think about our country's workers when we choose what to buy.

Write a comment about one of the topics in the box. Use at least three of the words or phrases you underlined in exercise 3A.

your opinion about buying global brands a brand you always buy
a brand you used to like that no longer exists

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