

Ngày làm bài: Thứ, ngày/.....

GLOBAL ENGLISH 8

UNIT 4: ADVERTISING – VOCABULARY 1 & FCE LISTENING

CLASSWORK

A. TIPS

Step 1: Underline Keywords (Gạch chân từ khóa)

Mục tiêu: Giúp não tập trung vào thông tin quan trọng trước khi nghe.

Ví dụ: You hear a man talking about long-distance swimming. What does he like about it?

- A. It contrasts with his normal lifestyle
- B. It provides him with challenges
- C. It suits his solitary nature

→ Khi nghe, con cần tập trung vào lý do người đàn ông thích bơi đường dài. Ông ấy thích vì nó khác với lối sống thường ngày, vì nó mang lại thử thách, hay vì nó phù hợp tính cách thích ở một mình?

Step 2: Watch Out for Traps (Coi chừng bẫy)

Mục tiêu: Tránh bị đánh lừa bởi từ giống nhau giữa bài nghe và đáp án, nhưng ngữ cảnh hoặc ý nghĩa lại không khớp.

Ví dụ mẫu:

What sport does the girl want to try next week?

- A. Tennis
- B. Basketball
- C. Swimming

Transcript:

Boy: So, did you enjoy your swimming class yesterday?

Girl: Yeah, it was fun! But I've been doing that every week for months. I want to try something different now.

Boy: Like what?

Girl: I think tennis sounds exciting. I even bought a new racket!

Phân tích:

- Cả A. Tennis và C. Swimming đều được nhắc đến trong đoạn hội thoại.
- Tuy nhiên, câu hỏi là: “Môn thể thao nào cô bé muốn thử vào tuần sau?”, không phải “Môn thể thao cô bé đã chơi”.
- Nếu con chi nghe thấy từ swimming và chọn ngay đáp án C là sai. Vì swimming là môn cô bé đã học trong thời gian qua, chứ không phải môn cô ấy muốn thử.
- Tennis là môn thể thao mới mà cô bé muốn thử trong tuần sau, thậm chí còn nói đã mua vợt mới → Đáp án đúng là A. Tennis.

B. PRE-LISTENING

Con làm bài nghe theo link/code sau:

https://soundcloud.com/ms-chi-english/test5_part1



Listen and choose True or False.

1. The man says long-distance swimming gives him time to think. True False
2. The woman enjoys watching horror films. True False
3. The man thinks the restaurant's dish tasted fresh. True False
4. The man says the holiday destination was more interesting than he thought. True False

C. CAMBRIDGE LISTENING PRACTICE

Con làm bài nghe theo link/code sau:

https://soundcloud.com/ms-chi-english/test5_part1



StarLink

Part 1

You will hear people talking in eight different situations. For questions 1–8, choose the best answer (A, B or C).

- 1 You hear a man talking about long-distance swimming.
What does he like about it?
A It contrasts with his normal lifestyle.
B It provides him with challenges.
C It suits his solitary nature.
- 2 You hear a woman talking about a film she saw.
How did she feel while she was watching it?
A bored
B scared
C amused
- 3 You overhear a conversation in a restaurant.
The man thinks the dish he's just eaten was
A better than in other restaurants.
B a bit spicier than he was used to.
C served in a rather unusual way.
- 4 You hear a man talking about a holiday.
What does he say about it?
A It wasn't worth the money he'd paid.
B The place wasn't as interesting as he'd expected.
C The accommodation wasn't as good as he'd been told.
- 5 You hear a woman talking about an old camera.
What does she regret?
A the fact that she didn't look after it properly
B not getting more money when she sold it
C her decision to replace it
- 6 You hear a television newsreader talking about his job.
What does he say about it?
A Some of the news items he reports on are a bit dull.
B Luck plays a large part in what news is reported.
C He needs to plan his news reports carefully.
- 7 You hear part of an interview with a prize-winning musician.
How did she feel during the competition?
A impressed by the other competitors
B disappointed with her performance
C confident in her ability to win
- 8 You hear a man talking about the experience of going to university.
How did he feel at the start of his course?
A shy about talking to the other students
B unsure how best to organise his time
C surprised by the teaching methods

Tên:

Lớp: S8...

Từ vựng & Ngữ pháp:

Ngày giao bài: Thứ, ngày/.....

Nghe:

Ngày nộp bài: Thứ, ngày/.....

Mini Test:

GLOBAL ENGLISH 8

UNIT 4: ADVERTISING – VOCABULARY 1 & FCE LISTENING

A. VOCABULARY

- Advertising & Media

No.	New words	Meanings	No.	New words	Meanings
1	advert/advertisement (n)	quảng cáo	6	billboard (n)	biển quảng cáo ngoài trời
2	advertise (v)	quảng bá, quảng cáo	7	campaign (n)	chiến dịch (quảng cáo, marketing...)
3	digital marketing (n)	tiếp thị kỹ thuật số	8	commercial (n)	quảng cáo (trên TV, radio, etc.)
4	pop-up (n)	quảng cáo bật lên (thường thấy trên website)	9	brand identity (n)	bản sắc thương hiệu
5	endorsement (n)	sự chứng thực (thường là người nổi tiếng quảng bá sản phẩm)			

- Consumer & Market Concepts

No.	New words	Meanings	No.	New words	Meanings
1	brand loyalty (n)	lòng trung thành với thương hiệu	3	essential (n)	nhu yếu phẩm, vật thiết yếu
2	copyright (n)	bản quyền			

- Others

No.	New words	Meanings	No.	New words	Meanings
1	be criticised for (phr.)	bị chỉ trích vì	3	resist (v)	chống lại, cưỡng lại
2	deserve (v)	xứng đáng			

B. EXTRA VOCABULARY

No.	New words	Meanings	No.	New words	Meanings
1	appeal (n)	sức hấp dẫn	4	requirement (n)	yêu cầu, nhu cầu
2	unreliable (adj)	không đáng tin cậy	5	variety (n)	sự đa dạng
3	hypnotised (adj)	bị thôi miên, mê mẩn			

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

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

C. HOMEWORK

VOCABULARY & GRAMMAR

I. Choose the correct answers.

0. A(n) _____ is a type of advertisement shown on TV or radio.
 - A. pop-up
 - B. deserve
 - C. commercial
 - D. resist
1. Companies often use celebrities for product _____ to increase trust and visibility.
 - A. digital marketing
 - B. endorsement
 - C. campaign
 - D. brand identity
2. He was heavily _____ poor working conditions at his factory.
 - A. deserve
 - B. criticised for
 - C. resist
 - D. copyright

3. Apple has built strong customer trust through _____, keeping users loyal for years.
 A. essential B. brand loyalty C. billboard D. advert

4. The company launched a huge online _____ to promote its new eco-friendly product.
 A. campaign B. identity C. resist D. essential

5. In today's world, _____ is a major issue for musicians and filmmakers who want to protect their work.
 A. pop-up B. brand identity C. copyright D. billboard

II. Match to make meaningful sentences.

0. <i>She worked hard and</i>	0- <u>b</u>	a. without getting copyright permission.
1. I saw an interesting advertisement	1- <u> </u>	b. <i>really deserves the promotion.</i>
2. Good customer service	2- <u> </u>	c. the smell of freshly baked bread.
3. You can't use that song in your video	3- <u> </u>	d. builds brand loyalty over time.
4. Food and clean water are	4- <u> </u>	e. for a new phone on TV last night.
5. It's hard to resist	5- <u> </u>	f. basic essentials in any emergency situation.

III. Fill in the blanks with the correct words/phrases in the box. Some words may not be used.

<i>commercial</i>	brand identity	essential	advertise
pop-ups	resist	digital marketing	billboard

Last week, we had a workshop about how media affects consumers. The speaker began with a short (0) *commercial* that introduced the topic in an engaging way. Then, she explained how companies (1) _____ their products using different platforms such as TV, websites, and social media. We learned that (2) _____ has become one of the most powerful tools in today's business world because it reaches millions of users every day. The speaker also warned us about (3) _____, which often interrupt your browsing and can sometimes be misleading.

Next, we looked at a huge (4) _____ from a famous soft drink company and discussed how its design reflected the brand's message. Finally, we talked about how a strong (5) _____ helps customers recognize and trust a product immediately.

IV. Rewrite the sentence without changing its meaning.

0. *Unless he studied harder, he wouldn't pass the exam.*

→ *If he didn't study harder, he wouldn't pass the exam.*

1. If I didn't have to work this weekend, I would go on a trip with my friends.

→ _____.

2. Unless she were busy, she would join us for dinner.

→ _____.

3. If she didn't have many meetings today, she would join the training session.

→ _____.

4. Unless we had more information, we couldn't make a decision.

→ _____.

5. If he didn't feel tired, he would come to the gym with us.

→ _____.

Lưu ý:

- 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.
- Các con gạch chân các từ khoá chính trong bài.

Con làm bài nghe theo link/code sau:

<https://soundcloud.com/ms-chi-english/listening-b2-fce-278449346>



- Pre-listening: Listen and fill in **ONE word in each blank.**

- There's quite a lot of different _____, and it's all the latest stuff, and the best stuff on the market at that.
- Meanwhile, more people are staying inland, and we can see a rise in short breaks to _____, cities.
- They worry about looking silly or stupid and feel bad when they get things _____.
- Can you get back to me when you can and clarify why the meeting might be put _____, and also if it could be moved by only a couple of days?
- ...and then maybe I could start to work with those...those ideas...to translate them into _____.
- ...you should take this one back and give me the more up-to-date _____.
- 'Cos I didn't think the _____, bands were up to much actually.
- I guess I thought I was going to find something a bit more _____, to be honest.

- Listening:

PART 1: You will hear people talking in eight different situations. For questions 1–8, choose the best answer (A, B or C).

1. You hear a woman talking about the gym she goes to.

What made her decide to join it?

- the chance to do a group activity
- a friend's recommendation
- its high-quality facilities

2. You hear some information on a travel programme.

Which holiday destinations have become more popular this year?

- city breaks
- traditional beach resorts
- skiing and other activity centres

3. You hear part of an interview with a man who teaches people to ride a bicycle.

He says that the adults he teaches

- take the lessons more seriously than kids do.
- are more likely to feel embarrassed than kids.
- worry less about making mistakes than kids do.

4. You hear a businesswoman leaving a phone message.

What is she doing?

- apologising for a delay in something
- explaining why she can't do something
- requesting further information about something

5. You hear a man talking about how he gets ideas for his work.

What does he do?

- He's a film director.
- He's an artist.
- He's a writer.

6. You overhear a woman talking to a sales assistant in a shop.

What does she want him to do about her computer?

- refund the money she paid for it
- provide her with a different model
- show her how to set it up correctly

7. You hear two friends talking about a rock concert they went to.

What do they agree about?

- Some of the acts were a bit disappointing.
- The tickets were good value for money.
- The venue was not really suitable.

8. You hear part of a programme about websites.

What is the woman's opinion of the sites she visited?

- There's little difference between them.
- Most of them aren't very well designed.
- They aren't as interesting as she'd expected.