Tên: ……..

Lớp: S8…

Ngày giao bài: Thứ ……, ngày ……/…….

Ngày nộp bài: Thứ ……, ngày ……/…….

Từ vựng & Ngữ pháp: ……

Nghe: ……

Mini Test: ……..

GLOBAL ENGLISH 8

UNIT 4: ADVERTISING – VOCABULARY REVISION

A. EXTRA VOCABULARY

No.	New words	Meanings	No.	New words	Meanings
1	**flowing** (adj)	trôi chảy, mượt mà	4	**competitor** (n)	người thi đấu, đối thủ
2	**replacement** (n)	vật thay thế	5	**rubbish** (adj)	tệ, dở
3	**vital** (adj)	quan trọng, thiết yếu			

***Note:** *n = noun: danh từ; adj = adjective: tính từ.*

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

B. HOMEWORK

VOCABULARY & GRAMMAR

I. Choose the correct answers.

0. *The company launched a huge online _____ to promote its new product.*
   A. advertisement *B. billboard* *C. campaign* *D. brand*
1. Many people find it hard to _____ online pop-up ads when they appear suddenly.
   A. deserve B. create C. resist D. embroider
2. The designer's latest fashion show created a(n) _____ in Paris with her bold, multicoloured dresses.
   A. exclusive B. long-lasting C. multicoloured D. sensation
3. The company has started to _____ handbags using recycled materials.
   A. swap B. advertise C. manufacture D. embroider
4. That perfume brand is known for its elegant _____, which includes a golden logo and minimalist packaging.
   A. endorsement B. brand identity C. campaign D. commercial
5. The café owner decided to go into _____ with her best friend to open a bakery together.
   A. deserve B. criticised C. business D. create

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

~~***brand identity***~~	**advertise**	**create a sensation**	**endorsement**
advert	**award-winning**	**exclusive**	**campaign**

Last month, our business class took part in a project about marketing and creativity. Our team designed a new perfume called "Luna", and we started by creating a strong ***(0)*** ***brand identity*** with elegant colours and a simple golden logo. Then, we planned a digital **(1)**_____ to **(2)**_____ the product on social media.

To reach a wider audience, we got a famous singer's **(3)**_____, which immediately helped the perfume **(4)**_____ online. Within days, thousands of people were talking about it.

Finally, we presented our idea to the judges, and it became a(n) **(5)**_____ business concept. It was an amazing experience that taught us how creative marketing can really make a difference.

LIVEWORKSHEETS

III. Read the text and answer the questions in FULL SENTENCES.

Last weekend, Lan's business class visited a local advertising company to learn about how creativity is used in marketing.

At the company, the manager explained how brands build their brand identity through colour, design, and logo choices. He showed the students a famous perfume commercial that recently created a sensation on social media because of its beautiful images and emotional music.

Then, the students toured the design studio, where artists were working on an advertising campaign for a new fashion brand. They used digital marketing tools to attract young customers and discussed how to resist misleading pop-up ads that sometimes appear online.

Later, the class met a designer who went into business with her sister to launch an award-winning handmade bag collection. Each bag was carefully embroidered with multicoloured thread, and the products were described as exclusive and long-lasting.

Before leaving, the students saw their own class poster displayed on a billboard outside the building. Lan thought it truly deserved all the attention it received.

Questions:

0. *Where did Lan's business class go last weekend?*
   → ***Lan's business class went to a local advertising company.***
1. How do brands build their identity?
   → _____ .
2. Why did the perfume commercial create a sensation?
   → _____ .
3. Who did the designer go into business with?
   → _____ .
4. Why did Lan think their class poster deserved attention?
   → _____ .

IV. Complete each second sentence using the word given, so that it has a similar meaning to the first sentence. Write between two and five words.

0. *They announce the results of the competition on the school website every year.* ***(are)***
   → *The results of the competition* ***are announced on*** *the school website every year.*
1. They don't allow students to use mobile phones in the library. **(not)**
   → Mobile phones _____ the library.
2. Do they sell locally produced food at this supermarket? **(sold)**
   → Is _____ this supermarket?
3. Who decorates the hotel lobby for special events? **(decorated)**
   → Who is _____ for special events?
4. The company launched a new advertising campaign last month. **(was)**
   → A new _____ by the company last month.
5. They didn't record the data accurately during the experiment. **(not)**
   → The data _____ during the experiment.
6. Did they film that award-winning documentary in Vietnam? **(filmed)**
   → Was that _____ Vietnam?
7. When did they build the first digital art museum in Asia? **(built)**
   → When was the first _____ in Asia?

LIVEWORKSHEETS

CAMBRIDGE LISTENING PRACTICE

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.

Con làm bài nghe theo link/code sau:
https://soundcloud.com/ms-chi-english/23e60618-63a2-4371-9801-408124002eb2

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 a book.
What does he particularly like about it?
A. It's amusing.
B. It's well written.
C. It's informative.

2. You hear a caller on a radio phone-in programme.
Why has she called?
A. To criticise the appearance of a new building.
B. To question the purpose of a new building.
C. To explain the location of a new building.

3. You overhear a conversation about families.
What language does the man usually speak at home?
A. Dutch.
B. English.
C. Spanish.

4. You hear a woman talking about learning how to make jewellery.
What does she say about it?
A. It's made her realise that she lacks practical skills.
B. It's easier to do than she had expected.
C. It's created new opportunities for her.

5. You hear a man talking about a new car he's just bought.
The man was most attracted to this model by
A. Its economy.
B. Its reliability.
C. Its size.

6. You overhear two sales assistants talking about their new manager.
What does the woman say about him?
A. He's well qualified for the job.
B. He's been very polite so far.
C. He seems very efficient.

7. You hear a man talking about a tennis competition.
What does he say about it?
A. It was less successful than a newspaper suggested.
B. More people should have taken part in it.
C. The players enjoyed it.

8. You hear a cycle mechanic talking to a customer.
What does he say about the customer's bike?
A. It's not worth repairing.
B. It would be impossible to repair.
C. It's difficult to get the parts needed for the repair.

LIVEWORKSHEETS