GE8 UNIT 4 ADVERTISING 1A

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.

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: _____

Notices, pictures or films telling people about products or jobs: _____

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?

_____

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2. Rewrite the following sentences in **PASSIVE VOICE:**

E.g.:

She **didn't do the laundry** last night. → The laundry **wasn't done** last night.	People **create hundreds of new ads** every year. → Hundreds of new ads **are created** every year.	The company **is sending new ads** to customers this week. → New ads **are being sent** to customers by the company this week.

The design team is developing a series of TV commercials.

_____

They are testing different slogans for the new product.

_____

They didn't design the poster for teenagers.

_____

Many companies advertise new products on social media.

_____

The company launched its first online campaign in 2010.

_____

Advertisers use bright colors to attract customers.

_____

3. ***Prepositions preceding nouns- Reflexive pronouns:*** *Read and choose the correct answer:*

I only bought this fancy dress because it was _____sale. I got a $30 discount on it.

a. for **b.** off **c.** on **d.** out of

The biggest house on the street is _____ sale now. The owner wants to move to another city.

a. for **b.** off **c.** at **d.** out of

Louis, your favorite sports car is _____ half price now. This special offer is _____ one week only, so we should decide if we really want to buy the car.

a. on- for **b.** off- in **c.** at- for **d.** for- for

Do you know that this week you can get _____ 30% off all the household and cleaning items?

a. at **b.** up to **c.** for **d.** to

We were amazed by the range of products _____ offer in this small convenient store.

a. at **b.** up to **c.** on **d.** to

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Today we have a special offer of three loaves of bread _____ the price _____one only.

a. on- of **b.** for- off **c.** at- to **d.** for- of

Our new washing machines are _____ sale this week! A 25% discount is available _____ all models in the store!"

a. to- on **b.** at- of **c.** for- at **d.** on- on

The soft drinks are on sale _____ aisle number 6.

a. at **b.** in **c.** for **d.** on

We went _____ a walk around the block to get some air.

a. for **b.** on **c.** of **d.** in

They are going _____ a field trip to the national park next week.

a. for **b.** on **c.** of **d.** in

Did they get here _____bus or _____foot?

a. on-by **b.** in- by **c.** on- in **d.** by- on

Carla did everything _____her own as no one wanted to give her a hand.

a. by **b.** to **c.** in **d.** on

I met Jack 97 _____ chance_____ the way to the museum.

a. by- of **b.** by-on **c.** of- in **d.** on- on

Did you do that _____purpose or _____ accident?

a. in-by **b.** by- at **c.** on- by **d.** of- in

Be careful about what you post _____ social media as the information can be used to harass you.

a. in **b.** by **c.** on **d.** at

The hotel is nothing like the one shown ____ the advert _____ the magazine.

a. in-on **b.** on- in **c.** in-in **d.** at-on

Let's go to bed. There's nothing good _____ TV tonight.

a. in **b.** of **c.** on **d.** at

Babi and Cristo, stop playing with that trolley! You'll hurt _____.

a. themselves **b.** yourselves **c.** yourself **d.** himself

We always treat _____ to a nice dessert at the weekend.

a. themselves **b.** yourselves **c.** ourselves **d.** herself

Anna doesn't need your help. She can do everything _____.

a. themselves **b.** himself **c.** ourselves **d.** herself

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4. Read and choose the correct answer:

A while ago, my friend Olivia was telling me about a whale-watching trip she'd been on, in Canada. I wanted to tell her I was about to do the same thing, off the north coast of the UK, where my grandparents live. Whales had recently appeared there again, and my grandparents were convinced we'd see some – so I was sure my trip would be as good as Olivia's! But then I saw some review of the trip my dad had booked for us, when no-one had seen any whales at all. So, in the end, I decided not to tell Olivia anything about my trip, in case it wasn't successful!

Anyway, Dad and I set off on our trip – which was Dad's idea – and it was fantastic! Travelling out to sea on the tour boat with our guide, we soon reached the spot where whales often appeared. Then we waited – and nothing happened. I was sure this wouldn't last, though. People kept calling out they'd seen one, which was exciting – but then it turned out they were wrong. Then finally I saw something move under the water – a minke whale! So I felt like a hero for the rest of the trip!

The whale was a wonderful sight, with its huge back not far from the boat. Our guide said it was around five tonnes in weight and around 10 metres long. Yet, despite its size, it swam alongside us at speed, and with little effort. We waited to see if more appeared, and some time later, we saw three more some distance away, that kept diving under the water and coming up again. Then just after I'd filmed them, they disappeared.

Although the water's less deep around the coast, larger whale species appear in the area with minke whales, feeding on fish. But minkes are curious creatures, so they're more likely to approach tourist boats – which was why we were successful! Then later, up on the cliffs, we looked out to sea, searching for signs of whales. Sometimes seabirds diving into the water means whales are around, as they're stealing the whales' meal. We were unlucky, sadly – but we'll be back!

1 Jack wasn't keen to mention his whale-watching trip to Olivia because

A he thought her trip sounded a lot more exciting.

B he'd read some negative reports about where he was going.

C he wasn't sure if his dad had definitely arranged it.

D he didn't know whether she was very interested in whales.

2 On board the whale-watching boat, Jack

A was proud to be the first person to see a whale.

B began to worry that they might all be disappointed.

C tried not to get excited when anyone saw something.

D was glad he'd persuaded his dad to come with him.

3 When Jack saw the minke whale, he was

A surprised at how close it came to the boat.

B amazed that it was so much bigger than he'd imagined.

C impressed that it moved through the water so easily.

D delighted to see it had arrived with several others.

4 Jack suggests minke whales appeared in the same area as the boat because

A they knew there were plenty of fish there.

B they were attracted by the arrival of the visitors.

C they didn't have to compete for food with seabirds.

D they preferred how deep the water was there.

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