

Subject : LA

Name :

Grade : 8

Day/ Date :

I. Listening**Listen and describe the people.**

1. James

2. Billy

3. Jessica

4. Catherine

5. Melissa

II. Reading**a. Arrange these words below into meaningful sentences.**

1. the / Burj Khalifa / is / in / world / the / tallest / building

2. Mercury / planet / is / smallest / the / in / solar / our / system

3. know / I / person / My / the / grandmother / is / oldest

4. is / car / A / slower / a / plane / than

5. The / is / as / the / cake / pie / cheap / as

b. Complete the sentences with these words.

quiet brave kind cheerful funny

1. Michael is a such _____ person. He is always telling a joke.
2. Margareth is so _____. She doesn't usually say much.
3. My cousin is always happy and smiling. He is such a _____ person.
4. Firefighters have to be _____ and can't be afraid of anything if they want to save people's live.
5. Our teacher William is so _____. He is always ready to help.

c. Read and answer.

Online Reviews: ★ or ★★★★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just as **important** as traditional advertising. Maybe even more important. TV advertising is as **useful** as it was before, of course. On the other hand, newspaper ads¹ are much **less effective** than they used to be.

Professor: Hmm. That's interesting I've spoken to some marketing people who aren't as **positive** as you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely** to write reviews than people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful** as they used to be. Also, the positive reviews can be **as valuable** as ads. If a customer loves a product, he or she will **endorse**² it just as **enthusiastically**³ as a TV ad does!

Read each statement. Circle T for true or F for false.

1. Dennis thinks that online reviews are not very important in marketing.	T	F
2. Newspaper ads used to be more effective.	T	F
3. Some marketing people have a negative opinion of online reviews.	T	F
4. Customers with problems are more likely to write online reviews.	T	F
5. Online shoppers won't buy a product if they see a negative review.	T	F

Writing

Write a paragraph (15 sentences) about a friend. Describe that person. Remember to include information such as height, hair (color; long or short; straight, curly or wavy), age, and facial characteristics. As well, describe that person's personality and why you like him or her.

Acknowledge by.	
Subject Teacher	Parent

