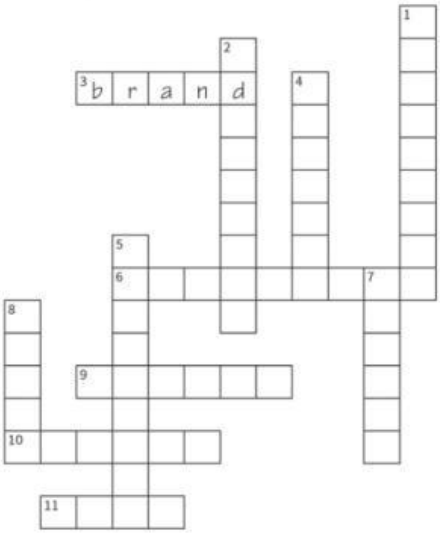
8 ADVERTISING

VOCABULARY
Advertising

1 Complete the crossword. Use the clues.



Across

3 The name of a type of product.
6 Tell people about your product (on TV or online).
9 A person who is selling something.
10 You write this to give your opinion about a product.
11 A symbol that represents the product.

Down

1 Change how someone thinks about something.
2 A program that stops adverts on your computer.
4 The object or service a company sells.
5 This type of company makes adverts.
7 A word or short phrase linked to a brand.
8 A person who buys something.

2 Complete the sentences with the correct form of the verbs in the box.

advertise	block	~~buy~~	market
not influence	produce	review	sell

1 I don't want to buy a new phone. This one's perfectly good.
2 A lot of the people who _____ the book online said they didn't like it.
3 I saw those drones _____ on TV – they look amazing.
4 Some products are very difficult _____ in other countries because of their names.
5 Do you know anyone who _____ a bike? I need a new one.
6 Most technological devices like phones and tablets _____ in Asian countries.
7 A lot of people say that advertising _____ them – but actually it does.
8 There are so many adverts on the Internet that sometimes I'd really like _____ them all.

3 Look at the verbs in Exercise 2 again. What is their noun form? (See the *Learn to learn* tip in the Student's Book, p95.)

1 buyer
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____

Explore it!

Guess the correct answer.

It's not true that we don't like watching adverts. An advert for Samsung in India has got over _____ million views.

a 100 b 150 c 200

Find an interesting fact about an advert and send a question in an email to a classmate or ask them in the next class.

LIVEWORKSHEETS