

Tên:



Week: 11 - GVNN

Lớp: S8...

Từ vựng & Ngữ pháp HW:

Ngày giao bài: Thứ, ngày/.....

Nghe HW:

Ngày nộp bài: Thứ, ngày/.....

UNIT 4: ADVERTISING - VOCABULARY & COMPOUND ADJECTIVES

A. THEORY

I. VOCABULARY - ADVERTISING & BRAND STRATEGY

Con truy cập link hoặc quét mã QR để nghe và đọc lại từ nhé:

<https://soundcloud.com/ms-chi-english/for-s8-w11-vocab>



No.	Words / Phrases	Meanings	No.	Words / Phrases	Meanings
1	celebrity endorsement (phr)	việc người nổi tiếng quảng bá sản phẩm/thương hiệu	9	marketing campaign (phr)	chiến dịch tiếp thị
2	target audience (phr)	đối tượng khách hàng mục tiêu	10	go into business with (phr)	hợp tác kinh doanh với ai
3	brand loyalty (phr)	sự trung thành với thương hiệu	11	global luxury brand (phr)	thương hiệu xa xỉ toàn cầu
4	advertising campaign (phr)	chiến dịch quảng cáo	12	exclusive image (phr)	hình ảnh cao cấp, độc quyền
5	digital marketing (phr)	tiếp thị kỹ thuật số	13	multicoloured (adj)	nhiều màu, đa sắc
6	print media (phr)	phương tiện truyền thông in ấn	14	hoarding (n)	bảng quảng cáo lớn ngoài trời
7	brand identity (phr)	bản sắc / nhận diện thương hiệu	15	slogan (n)	khẩu hiệu
8	commercial purposes (phr)	mục đích thương mại	16	jingle (n)	nhạc quảng cáo ngắn, dễ nhớ

II. WORD FORMATION - COMPOUND ADJECTIVES AND RELATED WORDS/PHRASES

Con truy cập link hoặc quét mã QR để nghe và đọc lại từ nhé:

<https://soundcloud.com/ms-chi-english/for-s8-w11-word-formation>



No.	Words / Phrases	Meanings	No.	Words / Phrases	Meanings
1	multi-coloured (adj)	nhiều màu, đa sắc	9	five-star (adj)	năm sao, chất lượng cao
2	well-behaved (adj)	ngoan, cư xử tốt	10	well-made (adj)	được làm tốt, chất lượng tốt
3	family-friendly (adj)	phù hợp với gia đình	11	well-known (adj)	nổi tiếng, được nhiều người biết đến
4	skill-building (adj)	giúp phát triển kỹ năng	12	high-speed (adj)	tốc độ cao
5	long-lasting (adj)	bền lâu, kéo dài	13	hardly used (phr)	hầu như chưa sử dụng
6	high-energy (adj)	sôi động, tràn đầy năng lượng	14	in good condition (phr)	trong tình trạng tốt
7	award-winning (adj)	từng đoạt giải	15	recyclable (adj)	có thể tái chế
8	vitamin-rich (adj)	giàu vitamin			

Compound Adjectives: word + word

Example: five + star → a five-star hotel; vitamin + rich → vitamin-rich food.

B. CLASSWORK

VOCABULARY AND COMPOUND ADJECTIVES (10 questions)

I. Choose the correct answer (A, B, C or D).

- The children in Mr Lee's class are so well - _____, polite, quiet and always ready to help, that the head teacher often asks them to welcome visitors to the school.
A. paid B. behaved C. dressed D. informed
- We chose a _____ - friendly resort with a kids' club, a shallow pool and plenty of activities that suit people of all ages in the family.
A. user B. eco- C. family D. pet
- For our anniversary, we stayed in a five - _____ hotel with a private beach, a spa and a restaurant run by an internationally famous chef.
A. minute B. star C. week D. year
- Although the phone costs more than other brands, customers say it is worth the money because the battery is surprisingly long - _____.
A. term B. distance C. lost D. lasting
- The company has promised that all of its packaging will be _____ by the end of next year, so customers can simply put it in the recycling bin.
A. recyclable B. renewable C. removable D. reliable

II. Read the sentences and complete them with words/phrases from the box. There are three extra words/phrases that you do not need.

award-winning	high-energy	exclusive image	commercial purposes
jingle	go into business with	global luxury brands	slogan

- The photographs on this website may not be used for _____ without written permission from the photographer.
- After years of working as a designer, Mia decided to _____ her sister and open a small clothes shop in the city centre.
- Chanel and Gucci are examples of _____ because their products are sold in major cities all over the world and are famous for their high prices and quality.
- The company sells its watches in only a few shops and never offers discounts, because it wants to protect its _____.
- The _____ documentary about ocean pollution will be shown on television tonight. Critics around the world have praised it.

C. HOMEWORK

VOCABULARY & GRAMMAR (20 questions)

I. Con cần học thuộc nghĩa của tất cả các từ trong bảng từ vựng A. THEORY (trang 1) và vở ghi (nếu có), đồng thời luyện phát âm theo file nghe nhé!

Với những từ dưới đây, con hãy chép vào vở, mỗi từ một dòng để ghi nhớ cách viết: celebrity endorsement, target audience, brand loyalty, advertising campaign, print media, brand identity, commercial purposes, global luxury brand, exclusive image, hoarding, award-winning, vitamin-rich.

II. Choose the answer (A, B, C or D) that has a similar meaning to the bold part of the sentence.

- My cousin is selling his guitar for half the price, but it is **hardly used**, so it is a real bargain.
 - barely used
 - badly damaged
 - very old-fashioned
 - extremely popular
- Although the sofa is more than ten years old, it is still **in good condition**, so we have decided not to throw it away.
 - out of fashion
 - in a convenient place
 - in good shape
 - in an unusual shape
- The children's bedroom was decorated with **multicoloured** wallpaper that showed hundreds of tiny balloons.
 - painted in a single bright shade
 - having many different colours
 - made of very expensive material
 - faded after years in the sun
- The sports brand's new **slogan**, 'Move more!', is printed on every T-shirt and poster it sells.
 - a long and detailed report
 - a funny cartoon character
 - a legal promise to customers
 - a short, memorable phrase used in advertising
- I couldn't stop singing the **jingle** from the ice-cream advert, even though I had only heard it once on the radio.
 - a short, catchy tune used in an advert
 - a loud warning signal
 - a printed leaflet
 - a famous pop singer
- A huge **hoarding** advertising a new action film was put up beside the motorway last week.
 - a temporary warning sign on the road
 - a small notice inside a shop
 - a large outdoor board for advertisements
 - a leaflet posted through doors
- Nutritionists recommend eating **vitamin-rich** foods such as oranges, peppers and spinach during the winter months to stay healthy.
 - low in sugar and fat
 - containing a lot of vitamins
 - grown without chemicals
 - quick and easy to cook

III. Read the text and complete it with words/phrases from the box. There is ONE extra word/phrase that you do not need.

brand identity	hoarding	celebrity endorsement	print media
advertising campaign	target audience	digital marketing	brand loyalty

When a company launches a new product, it usually begins by planning an (1) _____ that explains why people should buy it. The first step is to decide who the (2) _____ is: teenagers, parents or retired people, for example, because each group responds to different messages. Many companies then pay a famous singer or footballer to appear in their adverts. This type of (3) _____ can attract attention quickly, but it is expensive and it can damage a business if the star behaves badly. Older customers still enjoy reading magazines and newspapers, so (4) _____ remains important, but most firms now spend a large part of their budget on (5) _____ because young people spend hours online every day. Whatever method is used, the (6) _____ of the company, including its logo, colours and style of speaking, should look the same everywhere. If customers recognise it and trust it, they may develop (7) _____, which means they keep buying the same brand even when cheaper products are available.

IV. Rewrite each sentence so that it has a similar meaning, using the word in brackets. Do not change the word in brackets.

1. The company's designers are preparing a new marketing campaign for teenagers at the moment. **(BEING)**

→ _____

2. If the school didn't organise skill-building workshops, many students wouldn't learn how to work in a team. **(UNLESS)**

→ _____

3. Are skilled workers still checking the suitcases to make sure they are well-made? **(BEING)**

→ _____

4. It is a pity that our small company can't afford a well-known actor for its advert. **(I WISH)**

→ _____

5. It's a shame that the school library doesn't have a high-speed internet connection for students to use. **(IF ONLY)**

→ _____

6. The athletes wouldn't have enough energy to finish the race if they didn't eat a high-energy breakfast. **(UNLESS)**

→ _____

EXTRA VOCABULARY

Con học thuộc các từ dưới đây để làm bài bên dưới và chuẩn bị cho bài kiểm tra buổi sau nhé!

Con truy cập link hoặc quét mã QR để nghe và đọc lại từ mới:
<https://soundcloud.com/ms-chi-english/for-s8-w11-extra-vocab>



No.	Words / Phrases	Meanings	No.	Words / Phrases	Meanings
1	mix things up (phr)	thay đổi/luân phiên các hoạt động cho đa dạng	4	health and safety (phr)	sức khỏe và an toàn (lao động)
2	get someone to do something (phr)	khiến/nhờ ai làm gì	5	badly paid (phr)	được trả lương thấp
3	bother (v)	làm phiền, khiến ai khó chịu	6	make the mistake of doing something (phr)	mắc sai lầm khi làm gì

PET LISTENING PRACTICE PART 4 (10 questions)
Con truy cập link hoặc quét mã QR để làm bài nghe nhé:
<https://soundcloud.com/ms-chi-english/for-s8-w11-pet-listening-part>



For each question, choose the correct answer A, B or C.

- 1. Why did Mickey decide to become a hairdresser?**
 - A. He was offered a job by a friend.
 - B. He wanted to do what his family did.
 - C. He hoped to meet some famous people.
- 2. On a typical day at work, Mickey says that he**
 - A. doesn't take enough time for breaks.
 - B. starts work later than his colleagues.
 - C. tries to do a range of jobs.
- 3. What does Mickey say about staying late at work?**
 - A. He does not mind doing it.
 - B. He only does it when the shop is busy.
 - C. He would prefer to leave earlier.
- 4. The part of the job which Mickey likes most is**
 - A. creating new haircuts.
 - B. hearing about customers' lives.
 - C. using his imagination.
- 5. What does Mickey usually show customers who want a new style?**
 - A. photos of haircuts he has done before
 - B. photos of fashionable new hairstyles
 - C. photos of celebrities' hairstyles
- 6. What part of his job does Mickey dislike?**
 - A. having to do boring courses
 - B. sharing ideas with colleagues
 - C. dealing with difficult customers
- 7. What does Mickey feel is a shame about his job?**
 - A. customers rarely come back to see him.
 - B. each haircut only looks exactly right for a short time.
 - C. he can't spend long enough on each haircut.
- 8. How does Mickey feel after cutting a customer's hair?**
 - A. worried that the customer may be annoyed
 - B. proud of what he's achieved
 - C. keen to continue learning
- 9. What does Mickey say about learning to be a hairdresser?**
 - A. College teaches you more than working full-time.
 - B. You can learn more from a full-time job than at college.
 - C. Training courses are more useful than practical experience.
- 10. Mickey recommends that people who want to work as hairdressers**
 - A. shouldn't take the first job they're offered.
 - B. shouldn't believe they know everything.
 - C. shouldn't expect to earn much at first.