GE8 UNIT 4 ADVERTISING 2A 2026

A. **VOCABULARY: Click the following box , listen and practice shadowing. Then click the following box ,record yourself reading the text and paste the link here:**

(Các con chú ý nghe kĩ, nói chậm và cố gắng bắt chước theo phát âm và giọng điệu của người nói nhé)

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.

B. **USE OF ENGLISH**

1. **Present simple passive- Past simple passive- Present continuous passive**: Read and rewrite the following sentences in PASSIVE VOICE:

Is the company targeting young adults with these electronic ads?

_____

The company does not advertise those products on social media.

_____

Did a famous footballer promote the new sports drink last year?

_____

The marketing team launched the campaign during the summer holidays.

_____

Advertising agencies design these posters for teenage customers.

_____

LIVEWORKSHEETS

2. **Reduced relative clauses:** Combine each pair into a sentence using a REDUCED RELATIVE CLAUSE with a PAST PARTICIPLE (V3).

The company chose a new slogan. It was suggested by a teenage customer.

_____

A famous actress appeared in the advert. The advert was shown during the football match.

_____

The posters were designed for young children. We saw them at the bus stop.

_____

Customers love the electronic ad. It was approved by the shopping centre's manager.

_____

The adverts are shown during children's programmes. Many parents complain about them.

_____

The leaflets are printed on recycled paper. Staff hand out the leaflets outside the shopping centre.

_____

C. READING:

1. You are going to read an article about advertising in public places. For questions **1-10**, choose from the people (**A-D**). The people may be chosen more than once.

A Rob Stevenson, lorry driver

The main problem is that the location of posters can be a safety hazard if they block your view of junctions or road signs. I'm not distracted from driving by the content so much, just by the fact that a poster is there. I've no time to read them or study them, though the names of products must stick in your memory. Posters in fields get a lot of attention because you certainly notice them as you drive down the motorway. They must be a bonus for the farmer who gets an income from them, but I suppose they do make a bit of a mess of the rural environment. On the whole, there aren't too many posters on the roads – not compared with some countries I've driven through.

B Josie Pelham, cabin crew

Walking through airports in uniform, I tend not to look around too much. That's because I run the risk of being asked questions by confused passengers who mistake me for ground crew, but helping them is not my job. But adverts in airports have a captive audience because people end up hanging around waiting for delayed flights

Which person says that advertising

1. can be uninteresting if there's a lack of variety?
2. has a mostly negative impact on the urban landscape?
3. can damage the appearance of the countryside?
4. may be a waste of energy resources?

LIVEWORKSHEETS

in lounges or at boarding gates, so in those places they must work well for the advertisers. When travelling, an amusing advert can brighten up my day, but I do tend to see endless dull adverts for banks round the airport and they don't fit into that category! Planes are even being painted externally to carry advertising. I saw one decorated to advertise house music in Ibiza. How cool is that?

C Damian Stenton, lawyer

To be honest, I can take or leave street advertising – I don't pay it much attention and posters aren't that obtrusive. I don't even mind posters in the countryside, though I know that's an issue for some groups in society. Some of the paper posters are being replaced by TV screens. I guess that enables the company to make more money, as they can switch adverts easily – and it also saves paper. But it's rather environmentally unfriendly as each advertising screen obviously has to be powered by electricity. At a time when we're all being urged to cut down on consumption of precious resources, putting up TV screens everywhere seems rather counterproductive.

D Danni Rochas, interior designer

I often feel surrounded by posters and advertising, it seems to be taking over our city. I am reminded of an episode of *The Simpsons* where the town's outdoor advertising comes to life and hunts down the residents. I'm resigned to the fact that posters are 'necessary' commercialisation, but I find them less annoying when they 'give' something positive in exchange for being such an intrusive presence on the urban landscape. Occasionally, though, advertisers find a new angle on an issue that's really thought-provoking and that must be positive. So maybe I'd prefer it to exist rather than not.

E Naomi Hesketh, student

I try to walk straight past most posters as if they weren't there, but some do manage to grab your attention nonetheless. I really like those that are colourful or imaginative. I think advertising allows lots of clever people to reach a wide public with their ideas, and we all benefit from that. Why would you even look at a boring poster? I think production values are important, too, in making you trust the advertiser. I agree with banning posters from parks and on historic

5. can lead to a break of concentration in a job?
6. should not be allowed in certain public places?
7. can be a source of potential danger?
8. can sometimes make you feel better?
9. is good if it makes you think about something?

LIVEWORKSHEETS

buildings, but there's nothing wrong with them in shopping streets and main roads. They make the environment brighter.	

2. **Read the short texts and choose the correct answer:**

Every day, people send billions of text messages around the world. While texting is quick and easy, it can sometimes cause misunderstandings because people can't hear each other's tone of voice. That's why many use emojis - to show emotions like happiness or surprise.

What is the main idea?

A. Texting is becoming less popular than calling. B. Emojis help people express emotions in texts.	C. Misunderstandings never happen in texting. D. Texting takes too much time.

Last summer, a group of students took part in a "Car-Free Week" campaign in Hanoi. They walked, cycled, or used buses instead of cars to school. Their goal was to reduce traffic jams and air pollution. After the campaign, more students continued using bicycles.

What does the text mainly show?

A. The students wanted to promote cycling and reduce pollution. B. The campaign made traffic worse.	A. Only teachers joined the project. B. The campaign failed to attract students.

In Japan, people are known for being punctual. Arriving even five minutes late to a meeting is considered impolite. To help people arrive on time, Japanese trains are famous for their accuracy. If a train leaves one minute late, the company often apologises to passengers.

What can be inferred from the text?

A. Japanese people don't value time. B. Trains in Japan are never late.	C. Being on time is very important in Japan. D. Train delays happen often in Japan.

Many schools around the world are replacing paper textbooks with tablets. This change helps reduce the use of paper and allows students to access online materials more easily. However, experts say students should limit screen time to protect their eyes.

What is one benefit of using tablets?

A. Students can use less paper. B. Tablets are cheaper than books.	C. Students can study without teachers. D. It prevents eye strain.

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