

Unit 4 Handout 1

TALKING ABOUT ADVERTISING

A **Work in pairs.** Circle the answer that correctly finishes the sentence.

- 1 Sponsors
 - a create advertising for sports teams.
 - b pay sports teams to wear their logo.
 - c design merchandise.
- 2 An example of a brand is
 - a Nike.
 - b a television commercial.
 - c Real Madrid.
- 3 An example of a slogan is
 - a "Just do it."
 - b a company logo.
 - c Nike.
- 4 A status symbol
 - a is something owned by nearly everyone.
 - b is usually a cheap piece of merchandise.
 - c is often a luxury product.
- 5 A commercial
 - a is an ad that you might see in the newspaper.
 - b is an ad that you might see on TV.
 - c is not an ad.
- 6 Merchandising involves
 - a creating slogans and designing logos.
 - b promoting goods for sale.
 - c making fashion statements.

B **Work individually.** Fill in the blanks in the sentences below with your own ideas.

- 1 Wearing _____ is a real fashion statement.
- 2 I really like slogans that are _____.
- 3 Whenever I go to a _____, I always buy merchandise.
- 4 My favorite sports team's logo _____.
- 5 It is a status symbol to own _____.
- 6 I recently saw an ad for _____.
- 7 _____ is a brand I trust.
- 8 I think commercials should be _____.
- 9 I recently purchased a really cool product. It's called _____.
- 10 If I had lots of money, I would sponsor _____.

C **Work in pairs.** Share your sentences from exercise B with your partner. Ask and answer questions about your statements in Activity B to share your ideas. Do you agree with your partner?