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?**

LIVEWORKSHEETS