

## 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?