INTERMEDIATE - ONLINE LESSON 19

VOCABULARY: MONEY AND MARKETING

- **MATCH THE WORDS WITH THE DEFINITIONS.**

STATUS SYMBOL

PRODUCER

RENT

CONSUMER

SAVE

RIP-OFF

BARGAIN

MARKETING

To give money to pay for products. spend

1 Something that isn't worth the money you pay for it. .....

2 Something that is a lot cheaper than usual. .....

3 A company which makes products. .....

4 To pay to use something that belongs to another person and then give it back. .....

5 A person who buys or uses something. .....

6 A product which shows to other people that a person is rich and has a high position in society. .....

7 The activity of presenting, advertising and selling a company's products. .....

8 To buy something cheap and use less money. .....

- **COMPLETE THE ONLINE ARTICLE WITH THE WORDS.**

~~advertisement~~ brands companies consumers marketing product promote worth

Do you feel annoyed when you're watching a video online and suddenly an advertisement for a [1] ..... appears? If yes, you're one of many people who hate 'pop-up ads'!

Pop-up advertisements were first used by a small number of businesses or [2] ..... in the late 1990s to [3] ..... their products. Today, the pop-up advertising industry is [4] ..... millions of pounds.

However, some [5] ..... companies now think that pop-ups aren't a useful way to encourage [6] ..... to buy different [7] ..... . This is because a lot of people use pop-up blockers these days.

DEFINITE ARTICLE "THE" OR ZERO ARTICLE " - "

• COMPLETE THE DIALOGUE WITH THE WORDS.

coffee ~~the coffee~~ music the music
people the people

'What do you think of ~~the coffee~~ in this café?'
'It's OK, but it's a bit too expensive.'

1 'I love _____ in this film!' 'Yes, it's great and it doesn't cost much to download.'
2 '_____ are buying more and more things online.' 'That doesn't surprise me.'
3 'Does Sheila drink lots of _____?' 'Yes, she has four cups a day of her favourite brand.'
4 'What are your interests?' 'Good question! I like shopping, _____ and *Pokémon Go*.'
5 '_____ in this advertisement are famous.' 'Look, there's Selena Gomez at the front.'

• COMPLETE THE DIALOGUE WITH DEFINITE ARTICLE "THE" OR ZERO ARTICLE " - "

Kyle Hi! How was your trip to ~~the~~ States?
Daisy It was fantastic! We flew back from [1] _____ New York on [2] _____ Monday evening.
Kyle I liked [3] _____ photos you posted online – you did a lot of shopping!
Daisy It was mostly window shopping in all [4] _____ expensive shops on Fifth Avenue! But I found some bargains and I bought [5] _____ presents for all my friends. Here you go!
Kyle Thanks, Daisy!
Daisy You're welcome. [6] _____ magnet comes from [7] _____ Statue of Liberty – we went on a boat trip on [8] _____ Hudson River. And I bought [9] _____ pen at a baseball match.
Kyle Cool! I love [10] _____ baseball.