

1 VOCABULARY: Talking about advertising

A Complete the sentences with words in the box.

advertise	ad/advertisement	brands	commercials	fashion statement
logo	merchandise	merchandising	products	slogan
sponsor (n.)	sponsor (v.)	status symbols		

- Al's Pizza pays to support our basketball team. They are our sponsor. We have their _____ – "Best pizza in town!" – on our jerseys.
- Louisa wears bright colors to make a _____.
- Dave's business was not doing well, so he decided to _____ on TV. He also hired an artist to design a new _____ for his business.
- Have you seen the _____ for that new TV show? It looks really funny.
- _____ from famous _____, like Gucci and Prada, are often more expensive because they are _____.
- Disney makes a lot of its profits from _____. The company charges other companies to put its characters on their products.
- Many websites make money by hosting _____ for other companies and products.
- Many companies will _____ a local charity or a sports team because they know it is good for their reputation.
- The football stadium has a store inside that sells the team's _____.

2 GRAMMAR: Modals of speculation

A Circle the correct words.

- The fans are going to their seats. They *can't* / *must* have tickets.
- Val was in second place in the race last time. She *might* / *must* win this time.
- Andreas always wears a Santos jersey. He *could* / *must* like the team.
- There's a man talking to the players. He *must* / *could* be the coach. Or maybe he's the referee.
- Some fans are leaving the game early. They *can't* / *might* be bored.
- Nobody is wearing a jacket. It *can't* / *could* be cold.



