

4.1

MORE THAN JUST A JERSEY

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		

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

2 GRAMMAR: Modals of speculation

A Circle the correct words.

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



B Complete the conversations. Use *could*, *might*, *must*, or *can't* and the verb in parentheses ().

- 1 A Does Victor know Eve?
B He _____ must know _____ (know) her. They're taking the same class.
- 2 A Are there tickets available for tomorrow's game?
B There _____ (be) tickets left. Let's look online and see.
- 3 A That's Marisol's brother.
B He _____ (be) Marisol's brother. Everyone in her family is tall, and he's very short.
- 4 A Does Natalia like soccer?
B She _____ (like) it. She talks about it all the time.
- 5 A We have a meeting tomorrow, right?
B We _____ (have) a meeting. Mark hasn't decided yet.
- 6 A Tom's at the door.
B Tom _____ (be) at the door. He's at work.

3 GRAMMAR AND VOCABULARY

A Write an explanation for each fact. Use modals of speculation and the words in the box or your own ideas.

be rich

help to sell merchandise

be well known

look good

help people to remember

make (someone) feel special

- 1 Christine likes to make a fashion statement with her choice of clothes.

It might be important for her to look good.

- 2 Nike has had the slogan "Just do it" for years.

- 3 People like to buy cool brands.

- 4 Commercials with music are more successful than commercials without music.

- 5 People buy Rolex watches because they are a status symbol.

- 6 A good logo is very important for a company.

