UNIT 4 GOING GLOCAL

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 _____ .

3 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.

4 Have you seen the _____ for that new TV show? It looks really funny.

5 _____ from famous _____ , like Gucci and Prada, are often more expensive because they are _____ .

6 Disney makes a lot of its profits from _____ . The company charges other companies to put its characters on their products.

7 Many websites make money by hosting _____ for other companies and products.

8 Many companies will _____ 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 _____ .

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.



LIVEWORKSHEETS

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	be well known	help people to remember
help to sell merchandise	~~look good~~	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.



LIVEWORKSHEETS