

My Favourite Ads

1. Fill in the blank with the vocab of Unit 2 Text 2. You may need to change the form according to English grammar.

Sammy Wong from the Media Club shares two creative (1) a_____ to encourage people to attend their workshop. The first one is easy to notice and attractive because of its (2) e_____ image. The ad is (3) d_____ in a shopping centre so everyone there can see it clearly. In addition, the ad turns people in the shopping centre into (4) f_____ which make the dog feel bad. By doing this, the ad makes people feel (5) s_____ for the dog in the picture. That's why it is (6) m_____ and easy to be remembered. In terms of the second ad, the advertiser asks the famous Indian (7) c_____, Puja Gupta, to wear a dress made out of lettuce. This image definitely helps people understand the (8) s_____ of the poster, "Let Vegetarianism Grow on You", more. In addition, the use of a (9) p_____ lets people think of two ideas at the same time. This creative idea suggests that people should (10) g_____ eating meat and eat vegetables instead.

Answer Box:

(1). a	(2). e	(3). d	(4). f	(5). s
(6). m	(7). c	(8). s	(9). p	(10).g

2. Dictation: Complete the sentences with the correct words that you hear.

- Another _____ the ad is so _____ is because its _____ is so _____ and straightforward.
- It's used to _____ a _____ that keeps _____ and ticks off _____.
- The celebrity _____ to be wearing a _____ made out of _____.
- The ad is used to _____ that we need to _____ eating meat and eat _____ instead.
- The _____ thing I noticed _____ was her _____.