

Name _____ No _____ Class _____

Vocabulary

Directions: Match the words in the box with its meaning.

advertiser (n.)	translate (v.)	foolish (adj.)	tribe (n.):	slogan (n.)	executive(n.)
translation (n.)	alive (adj.)	generation (n.)	ancestor (n.)	launch (v.)	promote (v.)

- _____ a social group consisting of people of the same race who have the same beliefs, customs, language, etc. and usually live in one particular area ruled by their leader
- _____ to change written or spoken words into another language
- _____ a short phrase that is easy to remember
- _____ all people of about the same age
- _____ a person or company that advertises something
- _____ when you translate something, or something that has been translated
- _____ having, characterized by, or relating to administrative or managerial authority
- _____ a foolish action, remark, etc. is stupid and shows that someone is not thinking sensibly
- _____ still living and not dead
- _____ a member of your family who lived a long time ago
- _____ to introduce a new product to the public
- _____ to help something to develop or increase

About the Reading

Directions: Answer *true* or *false*.

- _____ If advertisers make a mistake in the translation, they'll have problems.
- _____ People in Kenya won't buy sneakers if they're small in size.
- _____ If you eat Kentucky Fried Chicken, you'll want to lick your fingers Afterwards.
- _____ The T-shirts in Miami promoted a food, and not the pope's visit.