

# 8 REVIEW

## VOCABULARY

### 1 Complete the sentences with the words in the box.

ad-blocker   advert   advertise   brand   buyer   influenced   logo   marketing  
product   review   seller   slogan

- 1 If you are not satisfied with the \_\_\_\_\_, please return it in 15 days.
- 2 I can't remember the \_\_\_\_\_ name, but I know it was yellow.
- 3 Our company's \_\_\_\_\_ is 'We work harder for you.'
- 4 You can see the company \_\_\_\_\_ on the back of the phone.
- 5 Everyone loved the \_\_\_\_\_ that was shown on TV last Christmas.
- 6 The products that they \_\_\_\_\_ on this website are all video games.
- 7 He works for a \_\_\_\_\_ company with offices all around the world.
- 8 A lot of children are \_\_\_\_\_ by adverts on TV.
- 9 We found a \_\_\_\_\_ for our old car.
- 10 A \_\_\_\_\_ will often want to charge a higher price for the product.
- 11 I use an \_\_\_\_\_ so I don't see any adverts on websites.
- 12 Bea always writes a \_\_\_\_\_ of the products she buys online.

### 2 Match the beginnings of the sentences (1-8) with the ends (a-h).

- |  |                          |
|--|--------------------------|
| 1 On Twitter, I like following                             | <input type="checkbox"/> |
| 2 Dave has just posted                                     | <input type="checkbox"/> |
| 3 If you don't want people to comment on your video,       | <input type="checkbox"/> |
| 4 As an influencer, Lydia has built up                     | <input type="checkbox"/> |
| 5 I don't know why I subscribe                             | <input type="checkbox"/> |
| 6 Lately, Lucas has been vlogging                          | <input type="checkbox"/> |
| 7 If you don't delete                                      | <input type="checkbox"/> |
| 8 They wouldn't have shut down                             | <input type="checkbox"/> |
| a you can switch that option off.                          |                          |
| b your account if you hadn't posted those terrible things. |                          |
| c about that new video game - it looks amazing.            |                          |
| d some photos of the party - he looks so funny.            |                          |
| e accounts that post information about football.           |                          |
| f that photo, I'm never going to speak to you again!       |                          |
| g to this channel - I don't even like rap music.           |                          |
| h a lot of followers since last year.                      |                          |

## LANGUAGE IN ACTION

### 3 Complete the text with the correct relative pronoun.

The simplest technique  
<sup>1</sup> \_\_\_\_\_ marketing companies use to sell their products is repeating its name again and again. This technique, <sup>2</sup> \_\_\_\_\_ is most common on the radio, often doesn't explain the product. On TV, perfume companies, <sup>3</sup> \_\_\_\_\_ products are all very similar, use a slightly different technique, <sup>4</sup> \_\_\_\_\_ is to have a stunning image of a beautiful man or woman <sup>5</sup> \_\_\_\_\_ says the name of the brand at the end. On the Internet, <sup>6</sup> \_\_\_\_\_ there is often no sound, this technique is hardly ever used.



4 Complete the sentences with a reflexive pronoun, or *each other*.

- 1 Did you hurt \_\_\_\_\_ when you dropped all those books?
- 2 I heard Larry talking to \_\_\_\_\_ while he was in the bathroom.
- 3 Diana didn't ask for help from anyone. She did everything \_\_\_\_\_.
- 4 Do you and Peter see \_\_\_\_\_ every day in class?
- 5 When you're insecure, you have doubts about \_\_\_\_\_ and your ability.

5 Complete the text with the indefinite pronouns in the box.

anyone anything everything nothing someone (x2)

My friend said to me the other day that they had seen  
 1 \_\_\_\_\_ in an advert that looked like me. I've never  
 been in an advert and I don't know 2 \_\_\_\_\_ who has.  
 I watched the advert myself and the person looked  
 3 \_\_\_\_\_ like me at all. 4 \_\_\_\_\_ about her was  
 different – her hair, her face ... there wasn't 5 \_\_\_\_\_  
 about her that I could see that was similar to me. Maybe  
 they were thinking of 6 \_\_\_\_\_ else.

CUMULATIVE LANGUAGE

6 Complete the text with the missing words. Circle the correct options.

A man called Thomas J Barratt 1 \_\_\_\_\_ the father of modern advertising. In 1865, Barratt started working in the Pears soap company 2 \_\_\_\_\_ he created a system of advertising with works of art by 3 \_\_\_\_\_ famous British painters to advertise the soap. One of the most famous paintings 4 \_\_\_\_\_ was of a young boy, clearly from a rich family, with a bar of Pears soap in his hand – the soap 5 \_\_\_\_\_ to the original painting. Barratt knew that 6 \_\_\_\_\_ Pears soap in people's minds with quality would create a better image. He believed that the product 7 \_\_\_\_\_ have a good slogan. The company used the slogan, 'Good morning. Have you used Pears soap?' for well over 60 years. He also thought that if the company put Pears soap adverts everywhere – on buses, in magazines and on posters – 8 \_\_\_\_\_ would see the adverts. However, Barratt also knew that things went out of fashion quickly and advertising 9 \_\_\_\_\_ change too. Modern advertising has kept many of Barratt's ideas and it 10 \_\_\_\_\_ his techniques ever since.



- |               |                  |                  |                 |
|---------------|------------------|------------------|-----------------|
| 1 a considers | b considered     | c has considered | d is considered |
| 2 a which     | b where          | c when           | d that          |
| 3 a totally   | b a lot          | c quite          | d a little      |
| 4 a used      | b was using      | c have used      | d had used      |
| 5 a added     | b had been added | c had added      | d was adding    |
| 6 a connect   | b connected      | c connecting     | d connects      |
| 7 a has to    | b ought to       | c must have      | d can           |
| 8 a anybody   | b no one         | c someone        | d everyone      |
| 9 a had to    | b must           | c could          | d have to       |
| 10 a is using | b was using      | c has been using | d use           |