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 . ☐
2 Dave has just posted ☐
3 If you don't want people to comment on your video, ☐
4 As an influencer, Lydia has built up ☐
5 I don't know why I subscribe ☐
6 Lately, Lucas has been vlogging ☐
7 If you don't delete ☐
8 They wouldn't have shut down ☐

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

LIVEWORKSHEETS

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

LIVEWORKSHEETS