



7.5

LISTENING and VOCABULARY

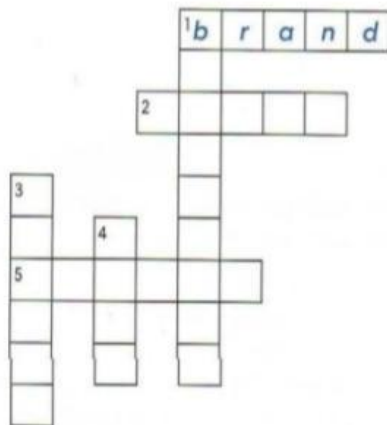
Adverts and offers

I can understand key information in short dialogues about advertising.

1 Choose the correct option.

- I hate it when I'm watching a film and it's interrupted every fifteen minutes by *billboards* / commercials.
- Sam's got a part-time job giving out *slogans* / *flyers* in the High Street.
- Who is our target *audience* / *poster* for the product?
- What's your favourite *brand* / *logo* of soft drink?
- I'm not sure about the new *logo* / *slogan*. I think it looks old-fashioned.

2 Complete the crossword.



Across

- the name of a particular kind of product made by one company
- a piece of paper advertising an event or product
- a short, easy to remember, phrase used in advertisements

Down

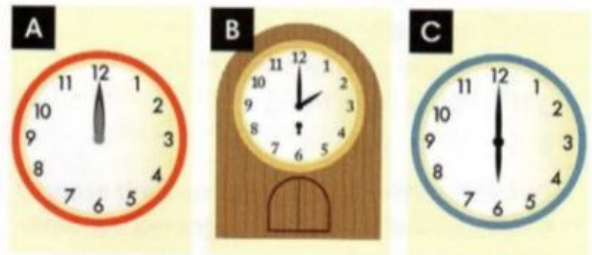
- a large sign outside which is used for advertising
- a printed picture or photograph advertising something which is put up in a public place
- a small design or word which is the official sign of a company

3 15 Listen to five extracts from TV commercials. Match commercials 1-5 with products a-h. There are three extra products.

- ☐ washing powder
- ☐ soap
- ☐ pizza
- ☐ chocolate
- ☐ party planning service
- ☐ headphones
- ☐ cleaning service
- ☐ shampoo

4 16 Listen to four short conversations. Choose the correct answers.

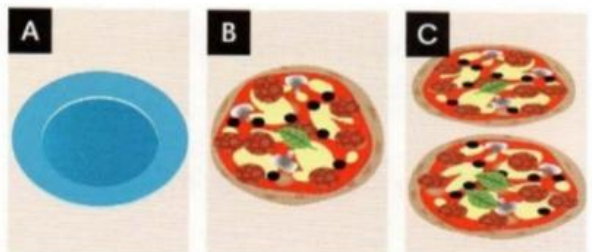
- What time is Jitesh's garage sale?



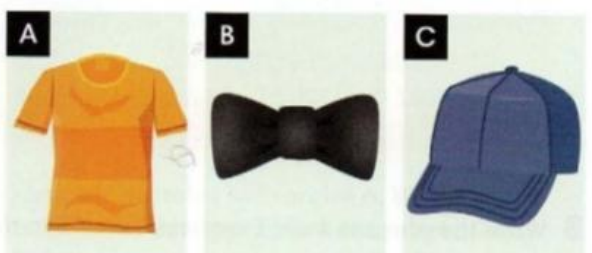
- What do the football academy offer for free if you sign up for a summer course?



- What do you get free in the supermarket offer?



- What do you have to wear for the burger offer?



5 16 Listen again. Mark the sentences true (T) or false (F).

- ☐ Jitesh wrote the wrong time on his poster.
- ☐ Gary got a free T-shirt from the football academy.
- ☐ The pizzas on offer are very small.
- ☐ You can get fries at Zoom's.