Exercise 1: Matching definition

A. Vocabulary		B. Definitions
1. be impressed with	A	Describe a sequence of events
2. Laundry detergent	B	Strongly catch people's eyes
3. In the advertisement	C	Clearly seen, bright, colorful
4. well-known	D	Someone who is popular/famous
5. Tell a story	E	Mention only positive aspects
6. Step-mother	F	Feeling interested and amazed
7. Attract attention	G	Mother married to one's father
8. Say good things	H	Detergent used for washing
9. Vivid images	I	Featured in the commercial
10. Have no idea	J	Don't know at all

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Exercise 2: Multiple choices: Choose correct answers

1. What is your favorite advertisement?

A. The Surf ad about white shirts.
B. The one with the famous singer.
C. I don't really watch ads.
D. The one my friend told me about.

2. Where did you see the ad?

A. On YouTube.
B. In a newspaper.
C. **On TV 2 years ago.**
D. At the cinema.

3. What is the ad about?

A. A laundry detergent brand.
B. A story of a family and their step-mother.
C. A big wedding.
D. A cooking competition.

4. Do you like it?

A. Not really, it was boring.
B. It's okay, but not my favorite.
C. Yes, because it made me laugh.
D. Yes, it's a sweet story.

5. Was there a famous actor/actress in the ad?

A. Yes, I think I saw a Hollywood star.
B. No, the actors weren't well-known.
C. Only a few celebrities.
D. Yes, a football player appeared.

6. Did the ad catch people's attention?

A. I think many people liked it.
B. Not sure, but I saw it in many places.
C. Everyone talked about it.
D. It was never popular.

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7. What do you like the most in the ad?

A. The dancing was fun.
B. The step-mother's smile.
C. The vivid images and sound effects.
D. The free gift offer.

8. Do you believe in advertisements?

A. Not really, they only say good things.
B. Yes, they always tell the truth.
C. Only if they're funny.
D. Sometimes, but rarely.

Exercise 3: Dictation - Listen and fill in the gap: Advertisement

A: What is your favorite advertisement?

B: I'm (1) _____ the advertisement about Surf – a laundry detergent made by Unilever.

A: Where did you see it?

B: I accidentally saw it (2) _____

A: What happened in the advertisement?

B: The ad (3) _____ of a family in which the children all loved their step-mother due to the white shirts she prepared for them.

A: Why (4) _____?

B: I just can't stop loving the story in the ad. It's such a sweet story.

A: Was there any famous actor/actress (5) _____?

B: Not at all. The actors were (6) _____, I think.

A: Did it attract much attention?

B: I (7) _____, but I saw it in many public places.

A: What do you like the most in the advertisement?

B: Well, the vivid images and sound effects (8) _____

A: Do you believe in advertisements?

B: Not really. Ads always (9) _____ and neglect to mention bad things about a product for obvious reasons.

A: How have advertisements changed recently?

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B: They're more modern. Digital marketing has proved (10) _____

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