UNIT 2- LESSON 3

VOCABULARY

No.	Từ vựng	Definition	Vietnamese
1	good (n)	anything that can be bought or sold	Hàng hóa, sản phẩm
2	service (n)	something done for others in exchange for money	Dịch vụ
3	occupation (n)	job	Nghề nghiệp
4	logo (n)	a symbol used by a company to identify itself	Biểu tượng, logo
5	budget (n)	plan to compare how much money a person makes to how much they spend	Ngân sách, kế hoạch chi tiêu
6	manufacturer (n)	business or company that makes a large amount of something to sell	Nhà sản xuất, công ty sản xuất
7	launch (v)	to release a new product onto the market	Ra mắt, tung ra thị trường
8	event (n)	a planned public or social occasion	Sự kiện
9	target (n)	an objective or goal that you work towards	Mục tiêu
10	luxury (adj)	describing something that is expensive and of good quality	Sang trọng, cao cấp

Exercise 1: Choose the correct word for each definition.

1. describing something that is expensive and of good quality	A. luxury	B. event
2. something done for others in exchange for money	A. occupation	B. service
3. a symbol used by a company to identify itself	A. logo	B. target
4. a plan showing how much money a person makes and spends	A. budget	B. event
5. a business or company that makes products to sell	A. manufacturer	B. customer
6. to release a new product onto the market	A. launch	B. purchase
7. a planned public or social occasion	A. service	B. event
8. an objective or goal that you work towards	A. target	B. budget
9. anything that can be bought or sold	A. goods	B. occupation
10. a job or type of work that someone does	A. logo	B. occupation

Exercise 2: Complete the sentences with the correct vocabulary words.

1. The company is going to _____ a new product this summer.
2. My grandfather bought himself a _____ watch.
3. We have a small _____, so we need to save some money.
4. I've been a banker for a long time, but now I want to change my _____.
5. The _____ is opening a new factory soon.
6. The company provides excellent customer _____ to help its customers.
7. The Nike _____ is easy to recognise around the world.
8. The company wants to reach its sales _____ before the end of the year.
9. Food and clothes are examples of _____ that people buy every day.

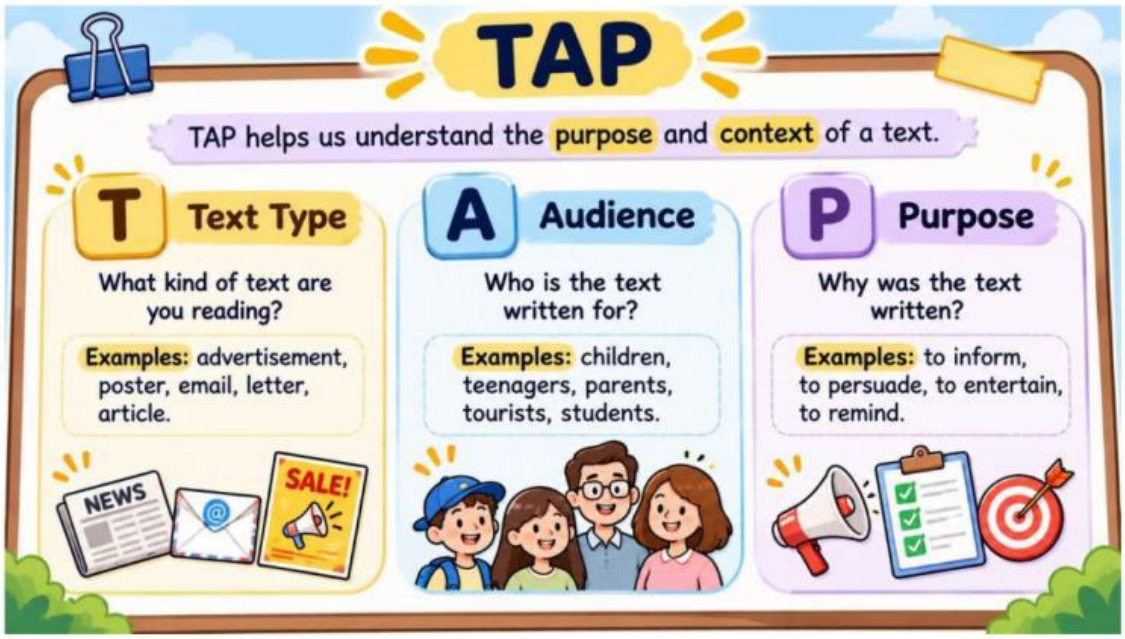
LIVEWORKSHEETS

10. Our school is organising a special _____ next Friday.
11. A _____ hotel usually offers expensive rooms and high-quality facilities.
12. The company plans to _____ its new smartphone next month.
13. A car _____ produces cars and sells them to different countries.
14. My dream _____ is to become a doctor.
15. The company offers different _____ to help people with their daily needs.

T.A.P

TAP helps us understand the purpose and context of a text.

T Text Type	What kind of text are you reading?	Examples: advertisement, poster, email, letter, article.
Aaudience	Who is the text written for?	Examples: children, teenagers, parents, tourists, students.
Ppurpose	Why was the text written?	Examples: to inform, to persuade, to entertain, to remind.



1.Text type

This refers to the form and structure of the text. Text type is mainly dictated by the organisational and stylistic features of the text.

	Text Type	Example	Nghĩa tiếng Việt
1	Articles	Online articles, newspaper articles, magazine articles	Bài báo, bài viết trực tuyến, báo và tạp chí
2	Diary Entries	A student's diary entry about their holiday	Nhật ký
3	Letters	Formal letters, informal letters	Thư trang trọng, thư thân mật
4	Review	A book review, a movie review	Bài đánh giá, nhận xét
5	Email	A formal email, an informal email to a friend	Thư điện tử

LIVEWORKSHEETS

6	Recount	A recount of a school trip or a personal experience	Bài kể lại một sự việc hoặc trải nghiệm đã xảy ra
7	Blog	A travel blog, a food blog	Blog, nhật ký trực tuyến
8	Biography	A biography of a famous person	Tiểu sử (do người khác viết)
9	Autobiography	An autobiography about the writer's own life	Tự truyện (do chính người viết kể về cuộc đời mình)
10	Advertisement	Flyers, brochures, posters, billboards	Quảng cáo: tờ rơi, sách quảng cáo, áp phích, biển quảng cáo
11	Short Story	A story about an adventure or friendship	Truyện ngắn
12	Poetry	A poem about nature or friendship	Thơ
13	Play Scripts	A script for a school performance	Kịch bản sân khấu

2. Audience

- This refers to the people who would be interested in reading the text. Unlike text type and purpose, the audience can have a multitude of correct answers.

- Good sentences starters when talking or writing about 'audience':

- People who are interested in...
- People who want more information on...
- People with a specific interest in a certain subject, such as 'doctors', 'English students', 'lawyers' etc.

Target Audience

Target audiences are the group of people that are most likely to buy their product.

- Advertisements are not created to appeal to everyone.
- Instead, advertisements focus on a specific group of people.
- This group of people are known as a target audience.

Target audiences usually share a common characteristic, such as:

- Age
- Hobbies
- Income
- Occupation (job)
- Education
- Location (culture)

3. Purpose

The purpose of a text refers to the goal the writer had in mind when writing the text. The purpose is mainly dictated by the subject matter, content, and the audience.

Advertising Purposes

The purpose of an advertisement refers to the goal the advertiser has in mind when creating the advertisement. The purpose is mainly dictated by the product, service, or event being advertised and the target audience.

- To Remind: To remind customers about a product, service, or brand.

- To Persuade: To convince customers to buy or try a product or service.
- To Inform: To give customers information about a product, service, or event.
- To Entertain: To make the advertisement enjoyable and interesting to watch or read.

LIVEWORKSHEETS



Persuasive Techniques

Technique	Definition	Effect	Example
Positive Language	Words that create good feelings, such as happiness, excitement, or inspiration.	Makes customers think positively about a product and encourages them to buy it.	"Enjoy an amazing holiday with our exciting summer deals!"
Emotive Language	Words or phrases that make readers feel strong emotions, such as happiness, excitement, sadness, or fear.	Creates an emotional connection with customers and encourages them to take action.	"Don't miss this incredible opportunity to make unforgettable memories!"
Personal Pronouns	Words such as you, your, we, and us used to speak directly to the reader.	Makes customers feel personally connected to the advertisement and its message.	"You deserve the best! Let us make your life easi
Imperatives	Command or call-for-action verbs that tell people what to do.	Encourages customers to take action and makes the advertisement sound direct and convincing.	"Buy your tickets today! Don't miss this amazing opportunity!"
Superlatives	Adjectives that describe the highest or lowest quality of something, such as the best, the biggest, or the most exciting.	Makes a product or service sound outstanding and better than its competitors, persuading customers to choose it.	"Experience the most exciting adventure of your life!"

LIVEWORKSHEETS

Exercise 1: Identify the Text Type, Audience, and Purpose (T.A.P.) of Each Advertisement.

1.



Text Type:
Audience:
Purpose:

2.



Text Type:
Audience:
Purpose:

3.



Text Type:
Audience:
Purpose:

LIVEWORKSHEETS

Exercise 2: Planning an Effective Advertisement

Product or Service	Purpose	A bad way to advertise	A good way to advertise	Why is this a good way to advertise?
A new Italian Restaurant	To inform local people that a new restaurant is opening in the city.	National newspapers	Posters in the local area	The restaurant needs to attract customers from the local area.
A new video game	To persuade young people to buy the new game.			
A new club at school	To encourage students to join the new club.			
Taylor Swift's new concert tour	To persuade pop music fans to buy tickets for a worldwide concert tour.			
A new flavour of Pepsi	To persuade people to try a new flavour of soda.			

LIVEWORKSHEETS