

B1.1 Advertising Answer Key

<p>READING The truth about advertising</p> <p>Activity 1 1 A breakfast cereal 2 A soda 3 Cookies</p> <p>Activity 2 1 b 2 a 3 c</p> <p>Activity 3 1 Because people want to be like famous people. 2 Because if consumers like the celebrity, they'll buy the product; but if they don't, they'll choose a different one. 3 A romantic couple 4 A happy family 5 If you can't stop singing the song and then you won't forget the name of the product.</p> <p>Activity 4 1 advertisements 2 advertising 3 advertise 4 advertisers 5 ad ... advert</p> <p>Activity 5 1 advert 2 memorable 3 advertising 4 advertisers 5 catchy 6 consumers 7 slogans 8 commercials</p>	<p>READING TV commercials – the Quizz</p> <p>Activity 3 1 Question 1 2 Question 4 3 Question 5 4 Question 3 5 Question 2</p> <p>Activity 4 1 unusual 2 annoying 3 popular 4 funny</p> <p>If + subject+ present, subject + will+ verb</p> <p>Activity 1 1 watch 2 aren't 3 will earn 4 will get 5 will not buy 6 see 7 will sing 8 will not use</p>
<p>If + subject+ present, subject +</p> <p>1 If supermarkets have special offers, they sell more products. 2 If you press this button, the lights go on. 3 If you hear the fire alarm, leave the building immediately. 4 If John gets home first, he always makes tea. 5 If you don't like commercials, don't watch them!</p>	<p>So+ adjective that</p> <p>1 She is so funny that she always makes me laugh. 2 The movie was so good that I saw it three times. 3 The music is so loud that I can't sleep. 4 The advertisement was so popular that a lot of people bought the product. 5 The lesson was so boring that the students didn't listen to the teacher.</p>
<p>So+ adjective that</p> <p>2 Posters on the underground are so large that you have to look at them. 3 Some commercials are so violent that I can't watch them. 4 The slogan was so boring that people didn't buy the new product. 5 The commercial was so funny that I laughed and laughed. 6 The brand is so popular that all my friends have bought it.</p>	