

2 Making money Extra practice

2.1 Vocabulary

Advertising

1 * Match comments 1–5 to verbs A–E.

- | | | |
|--|-------|--------------|
| 1 The film is about a famous artist. | | A exaggerate |
| 2 Many teenagers like the film. | | B convince |
| 3 It's a great film. You should watch it. | | C appeal |
| 4 'Go on, go and see it.' 'OK, I will.' | | D inform |
| 5 I reckon the star of the film is 3 m tall. | | E recommend |

2 ** Complete the text with the words.

advertise appear broadcast claim promoting

I'm going to (1) in a school play for three nights next week and I'm the star of the show. We've been practising for months, but as the first night gets closer, we're feeling more and more nervous. I know I'll be terrified on the final night because they're going to (2) it live on local TV.

The school's publicity department has done a good job (3) the show and they've sold *all* the tickets. Some art students designed a beautiful poster to (4) the play. On it, they (5) 'It'll be the best show you've ever seen!' – I hope they're right.

3 *** Complete the dialogue with the correct form of an advertising verb.

Lara I really want to buy some of that new toothpaste that they (1) on TV at the moment. It (2) that your teeth will be twice as white in 24 hours.

Nick Well, I don't believe statements like that. How can they prove it? I think that advertisers always (3) the benefits of a product, but it's never as effective in real life. Let's face it – they're just trying to (4) the public to buy their product.

Lara I disagree. There are strict rules about what advertisers can say in adverts. They can only (5) people about facts that are true.

Nick Anyway, your teeth are very white. Which toothpaste do you use?

Lara It's one that my dentist (6) to me at my last check-up. He said it was very effective.

Nick Well, I think you should just listen to your dentist because he's the expert!

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2.1 Grammar

Past simple and past perfect simple

1 * Look at the bold verbs. Do they describe (A) the action that happened first or (B) the more recent action? Write A or B.

- 1 She **sat down** after she'd switched the TV on.
- 2 The film had started by the time we **arrived**.
- 3 I hadn't finished the exam when the teacher **said** 'Stop!'
- 4 By 1928, the law **had changed** and women could vote.
- 5 Had you eaten before you **went** to the cinema?
- 6 We'd **raised** £50 before we had the charity auction.

2 ** Match sentence halves 1–6 to A–F. Then complete the sentences with the correct past simple or past perfect simple form of the verbs in brackets.

- | | | | |
|---------------------------------|-------|-----------------|--------------------------------|
| 1 Dan had appeared on TV | | A and I | (not feel) well. |
| 2 I turned off the TV | | B when the film | (finish). |
| 3 Had you seen the advert | | C before he | (become)
a film star. |
| 4 Ana hadn't studied English | | D after they | (leave)
university? |
| 5 Did they get a job | | E before you | (buy) the
product? |
| 6 By 3 o'clock, I'd eaten a lot | | F before she | (come) to
our school. |

3 *** Complete the sentences with your own ideas.

- 1 After I'd woken up this morning, I
- 2 We got to school late yesterday after we
- 3 The lesson didn't begin until the students
- 4 By the time you'd done all your homework, you
- 5 Because he hadn't finished the essay, the teacher
- 6 You'd never learned about the history of advertising before you

2 Making money Extra practice

2.2 Vocabulary

Shopping

1 * Match verbs 1–6 to definitions A–F.

- | | | |
|---------------|-------|---|
| 1 to purchase | | A to use / eat |
| 2 to browse | | B to ask an amount of money for something |
| 3 to consume | | C to choose something carefully |
| 4 to select | | D to buy |
| 5 to refund | | E to pay money back to someone |
| 6 to charge | | F to look at in a relaxed way |

2 ** Choose the correct option.

- 1 This shop is a great place to buy jeans. They always have a big **selection** / **supplier** to choose from.
- 2 Nina only paid £30 for a designer jacket. What a **charge** / **bargain**!
- 3 There isn't any fresh milk in the shop today. Apparently, they've had a problem with their **supplier** / **browser**.
- 4 The highest **refund** / **bid** at the fundraising auction last night was £1200 for a pair of football boots!
- 5 Supermarkets often have offers on products to make **consumers** / **selections** purchase more.
- 6 I'd like to return this shirt I bought last week. Can I get a **bargain** / **refund**, please?

3 *** Complete the text with the correct shopping words.

Shopping habits

Teenagers in England today know that if they want to buy something on a Sunday, they can go into a shop and (1) it. What they don't know is that we have only been able to do that since July 1994 when the law in England changed. Before that, it was illegal to open shops on Sundays.

Nowadays, shops can trade for six hours on Sundays. Many of the larger stores open 30 minutes earlier to allow us to (2) '.....'. As we do so, we can (3) the things we are going to buy and put them into our trolley, but we can't actually purchase anything until 10 a.m.

(4) shopping habits are constantly changing. However, one thing that never changes is our desire to buy at a lower price than normal and get a (5) Shops that (6) less for their goods are always very popular!

2 Making money Extra practice

2.2 Grammar

enough, (a) few, (a) little, lots of, plenty of, too much, too many

1 * Choose the correct option.

- 1 There are **too much** / **too many** people on the boat.
- 2 There was **many** / **plenty of** food for lunch.
- 3 I can't buy it because I haven't got **enough** / **little** money.
- 4 We've eaten **a few** / **lots of** biscuits – a whole packet!
- 5 'Is there any water?' 'Yes, **little** / **a little**.'
- 6 We need **a little** / **a few** things from the supermarket.

2 ** Correct the underlined mistakes.

- 1 The shop wasn't popular. Very little people went there.
- 2 I've packed too much clothes and now I can't close my bag.
- 3 It's 5.58 p.m. and the shop closes at 6 p.m. That isn't few time to buy everything I need.
- 4 Shopping online is quick and easy. A few people do it these days.
- 5 'Would you like sugar in your coffee?' 'Yes, please. Just a few.'
.....
- 6 There's too plenty to see in the museum in one day. We'll have to come back another day.

3 *** Complete the dialogue with the words.

a little enough few little lots of not enough plenty of too many

- Katie** Are you coming to Maya's party on Saturday? (1) people are going. In fact, I think she's invited more than 70!
- Ross** I'd love to, but I'm working.
- Katie** I didn't know you had a Saturday job.
- Ross** (2) people know about it, but I work as a waiter in a food hall. I need the money! I've almost got (3) for a laptop.
- Katie** Really? Do you get stressed out working?
- Ross** Not usually, but I did last Saturday. There were (4) customers for the size of the hall and (5) tables. Some people got angry and left.
- Katie** That's a shame. How much do you earn?
- Ross** I get paid about £5 an hour, but I get (6) extra when customers leave a tip. The best thing about the job is the food. There's usually (7) it left at the end of the evening, so the waiters can have it. I'm always really hungry because we get very (8) time to eat or drink while we're working.