

1 Complete the sentences with the words and phrases in the box.

hoardings slogan jingle logos
TV commercial sandwich board

- I can't stop singing that *jingle* from that advert we heard on the radio last night. It's really catchy.
- Do you mind if the clothes you wear have on them?
- I don't think there should be advertising around the pitch at football matches. They put you off the game.
- My friend thinks that are works of art, but I completely disagree. They only exist to sell products and they interrupt the programme you're actually trying to watch.
- Imagine having to walk around town with a over your shoulders? My friend does it for a jewellery shop on Saturdays to earn a bit of money.
- Do you remember the famous It's the real thing? Did hearing that make you want to drink more Coke?

2 The following words and abbreviations are commonly used online and in text messages. What do they mean?

- WDYT *What do you think?*
- IMHO
- LOL
- Meh
- ITA

3 Put the words in order to make sentences.

- for / too / father / your / that / goes
..... *That goes for your father too.*
- to / think / we're / I / a / on / this / with / winner
.....
- I / can't / figure / out / what / I'm / supposed / to / be / doing
.....
- sister / my / to / always / has / in / difficult / found / fit / it
.....
- staying / ended / in / we / up
.....
- don't / advertising / care / I / about
.....

4 Use the correct form of the expressions from Exercise 3 to complete the dialogues.

- A: TV is full of advertising.
B: That *goes for* the internet, too.
- A: I can't what this advert is about. Can you?
B: No, I don't even know what it's trying to sell.
- A: Do you buying the latest fashions?
B: Not really. I'm not cool and I don't want to be.
- A: So what happened after you'd run out of petrol?
B: Well, we having to push the car home.
- A: This is such a cool advert.
B: I know. They're here. Everyone's going to want to buy these trainers.
- A: How's Nick getting on in his new college?
B: OK, thanks. But he's finding it a bit difficult to with a new group of people.