**B. Vocabulary:**

a. Match the following words with their correct meanings:

|  |  |  |
| --- | --- | --- |
|  | 1- admire | 1. having high-class taste. |
|  | 2-brand | 1. causing big change. |
|  | 3- exclusive | 1. belonging only for one company. |
|  | 4-revolutionary | 1. the name that identifies a product . |
|  | 5- sophisticated | 1. respect. |
|  | 6-broke | 1. waste money. |
|  | 7- blow money | 1. out of money. |
|  | 8- beat it | 1. leave quickly. |
|  | 9- consumer | 1. without planning. |
|  | 10-exposed | 1. design symbol of a business or a product. |
|  | 11-logo. | 1. left unprotected. |
|  | 12-spontaneously | 1. a person who buys things or services. |

**C . Grammar:**

**a.** Complete the sentences with the correct words between brackets:

1. She can’t use that brand of makeup ( wherever – so that –because) she’s allergic to it.
2. I shop ( in order to – where –because) I can get the best prices.
3. ( If – so that – because ) you want to go shopping, I will go with you.
4. People vote ( If – even if – in order to ) have an impact on their government

**b.** Underline th adverb in each sentence. Then tick ( √ ) the kind of information that the adverb clause tells us. **Reason** **Purpose** **Condition** **Place**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| 1- Now that the internet exist, I never go to the mall. |  |  |  |  |
| 2-Wherever we go, we are surrounded by ads. |  |  |  |  |
| 3-If you come late, you will stay out. |  |  |  |  |
| 4-I do sport every day so that I can keep fit. |  |  |  |  |

**c.** Correct the **errors** in the sentences.

**1.** Many accidents happens because carelessness.

**2.** I went to the mall in order to buying a new sneaker.

**3.** He put on his glasses so that he see.

**WORKSHEET UNIT 5 ADS EVERYWHERE:**

1. **READING: *Do You “Buy” It?***

From the time we wake up and flip on the TV or check our email, we are surrounded by advertisements. They are in magazines, on buses, on billboards, online, and on buildings, to name just a few of the places we see them throughout the day. According to a recent study, the average person is exposed to between 400 and 600 advertisements each day. This means that by the time we are 60, we will have been exposed to 40 to 50 million advertisements!

In the past, advertisements were usually designed to reach people in their homes through traditional approaches, like TV commercials and newspaper and magazine ads. However, people’s viewing habits have changed dramatically in the last couple of decades. These days, people are less likely to give one form of media their full attention. For example, even if someone is watching TV, they are also often using the Internet at the same time.

Advertisers have found that one of the best ways to get consumer attention is to place ads in unusual places. So, ads are popping up in all kinds of unexpected places like pizza boxes, grocery carts, air sickness bags on airplanes, and even on pieces of food like bananas and apples. A television network recently imprinted its logo on 35 million eggs. They called the approach “egg-vertisements.”

One of the strangest developments in advertising has been people selling advertising space on themselves! This mini-trend began in 2005 when a man offered his face for advertising to the highest bidder on eBay. A pharmaceutical company won the spot, paying the man $37,375 to place a temporary sticker on his forehead to advertise one of their products. He may have been the first to offer such an unusual exchange, but he was not the last..

1. Are the following sentences true ( T ) or False ( F ) according to the passage:
2. The average person is exposed to between 400 and 600 advertisements each day ( )
3. TV commercials and newspaper and magazine ads are new approaches. ( )
4. People’s viewing habits have changed dramatically in the last couple of decades. ( )
5. Ads are popping up in all kinds of expected places like pizza boxes. ( )
6. Selling advertising space on themselves! This mini-trend began in 2005. ( )
7. A man offered his face for advertising to the lowest bidder on eBay. ( )
8. Choose the correct choice to fill the spaces:
9. By the time we are 60, we will have been exposed to\_\_\_\_\_\_\_ million advertisements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | 20 to 30 | b. | 40 to 50 | c. | 60 to 70. |

1. The best ways to get consumer attention is to place ads in\_\_\_\_\_\_\_\_\_\_\_\_\_ places.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | likely | b. | usual | c. | unusual |

1. A television network recently imprinted its logo on \_\_\_\_\_\_\_\_\_\_\_\_\_\_million eggs .

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | 400 | b. | 35 | c. | 60 |

1. In 2005 when a man offered his face for advertising to the highest bidder on \_\_\_\_\_\_.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | Yahoo | b. | Google | c. | eBay |

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_company won the spot, paying the man $37,375 .

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | A pharmaceutical | b. | An oil company | c. | A construction |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| a. | forehead | b. | nose | c. | cheek |

1. That company placed a temporary sticker as an ad on the man's\_\_\_\_\_\_\_\_\_\_\_\_.