

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

### 1 Complete the words to label the pictures.



1 ad blocker



2 brand



3 company



4 buyer



5 logo



6 slogan

### WORDBUILDING: NOUNS AND VERBS

### 2 Write the verbs from the nouns. Add two more examples. **Students' own answers**

Nouns	Verbs
advert	<b>advertise</b>
marketing	<b>market</b>
influencer	<b>influence</b>
product	<b>produce</b>
seller	<b>sell</b>

### 3 Correct the two underlined mistakes in each sentence.

- I always vlog pictures of my meals on *Instagram* when I eat out at restaurants, and then write a slogan about the place when I get home.  
\_\_\_\_\_ **post** \_\_\_\_\_  
\_\_\_\_\_ **review** \_\_\_\_\_
- If you switch on to this channel, you get fitness advice from a famous ad blocker every day.  
\_\_\_\_\_ **subscribe** \_\_\_\_\_  
\_\_\_\_\_ **influencer** \_\_\_\_\_
- I didn't shut down your message, it just went straight to my unwanted emails, with all the other companies trying to sell me things.  
\_\_\_\_\_ **delete** \_\_\_\_\_  
\_\_\_\_\_ **adverts** \_\_\_\_\_
- You should build up this brand on social media as you might get some free logos from them.  
\_\_\_\_\_ **follow** \_\_\_\_\_  
\_\_\_\_\_ **products** \_\_\_\_\_
- Many companies want to comment on more followers online as it's all part of their online seller plan.  
\_\_\_\_\_ **build up** \_\_\_\_\_  
\_\_\_\_\_ **marketing** \_\_\_\_\_

### 4 Circle the odd one out.

- delete / shut down / switch on / switch off
- buyer / marketing / company / product
- follow / vlog / subscribe / comment on
- logo / slogan / review / product

### 5 Complete the internet verbs and advertising words in the text.

When my friend wrote a <sup>1</sup>**review** of his new PC game and <sup>2</sup>**posted** it on social media, he didn't realise he was going to become a famous <sup>3</sup>**influencer**! In a few days, thousands of people started to <sup>4</sup>**follow** him and games <sup>5</sup>**companies** started sending him their <sup>6</sup>**products**. Now he has <sup>7</sup>**adverts** on his site as well, so he's making quite a bit of money. He says it's all too much sometimes and he just wants to <sup>8</sup>**switch** off all his devices and relax!