

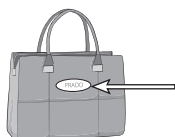
Name _____ Class _____ Date _____

1 Match the pictures with the words in the box.

brand logo adblocker company
buyer slogan



1 ad blocker



2 brand



3 company



4 buyer



5 logo



6 slogan

WORDBUILDING: NOUNS AND VERBS

2 Complete the advertising words. Then complete the table with the words.

- 1 a d v e r t
- 2 m a r k e t i n g
- 3 i n f l u e n c e
- 4 p r o d u c t
- 5 s e l l
- 6 a d v e r t i s e
- 7 p r o d u c e
- 8 s e l l e r
- 9 i n f l u e n c e r
- 10 m a r k e t

Nouns	Verbs
advert	advertise
marketing	market
influencer	influence
product	produce
seller	sell

3 Correct the underlined verbs in the sentences.

- 1 I always vlog pictures of my meals on *Instagram* when I eat out at restaurants. post
- 2 If you switch on to this site, you get fitness advice every day. subscribe
- 3 I didn't shut down your message, it just went straight to my unwanted emails, so I didn't see it! delete
- 4 You should build up this band on social media as you might get a free ticket to their show! follow
- 5 Can you tell your friends about my site as I need to comment on more followers? build up

4 Circle the correct options.

- 1 I've decided to comment on / vlog / follow during my holidays so everyone can see what I'm doing and I can describe the place.
- 2 I never shut down / comment on / switch off people's posts because it can start a long argument.
- 3 I haven't switched on / switched off / shut down my mobile phone for days. I have no idea what's happening in the world!
- 4 I'm taking a break from social media and I've shut down / subscribed / built up all my accounts.
- 5 I like that comedian, but I don't want to post / subscribe / follow him online.

5 Complete the text with the words in the box.

adverts companies follow influencer
posted products review switch off

When my friend wrote a ¹ review of his new PC game and ² posted it on social media, he didn't realise he was going to become a famous ³ influencer! In a few days, thousands of people started to ⁴ follow him and games ⁵ companies started sending him their ⁶ products so he could review them. Now he has ⁷ 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 ⁸ switch off all his devices and relax!