

Dear 7a pupils,

This is week number 10 after the lockdown. Did you expect it to last so long? I did not. I hope you are fine and are looking forward to real school life again.

This is my last online work plan for you. May I ask you to send me your report by May 29 .

A Do the listening comprehension in MYW 7 page 163 about advertising.

You will get the solutions later.

B Go to pp 159 and do exercises 10, 11, 12 .

Do the exercises on your own (not as pair work)..

I am looking forward to your poster advertisement that you will bring to school on June 4 (yes!!).

C Write the vocabularies of Com Unit 3 p 162 and find an English explanation.

D Watch the film on advertising tricks.

https://www.youtube.com/watch?v=0_cteJeyVC8 (11 Secrets Advertisers Don't Want You to Know)

Write a summary of the 11 tricks.

E Word formation

There are(advertise) for the job in all local newspapers

All the shops in town are(access) to disabled people.

It is very (probable) that this shop will go bankrupt. They have got plenty of finances in the background.

The shop detective has(appear) and nobody knows where he is.

Some ads are using a high degree of (controversial).

The office of (communicative) has been closed for a long time.

F Writing a report

1 What general tips would you give to somebody who has to write a report?

2 Go to and find 5 good tips on <https://www.bestmytest.com/blog/ielts/ielts-academic-writing-task-1-pie-chart-questions>.

3 Write a report on *digital* advertising based on this statistics (250-300 words)

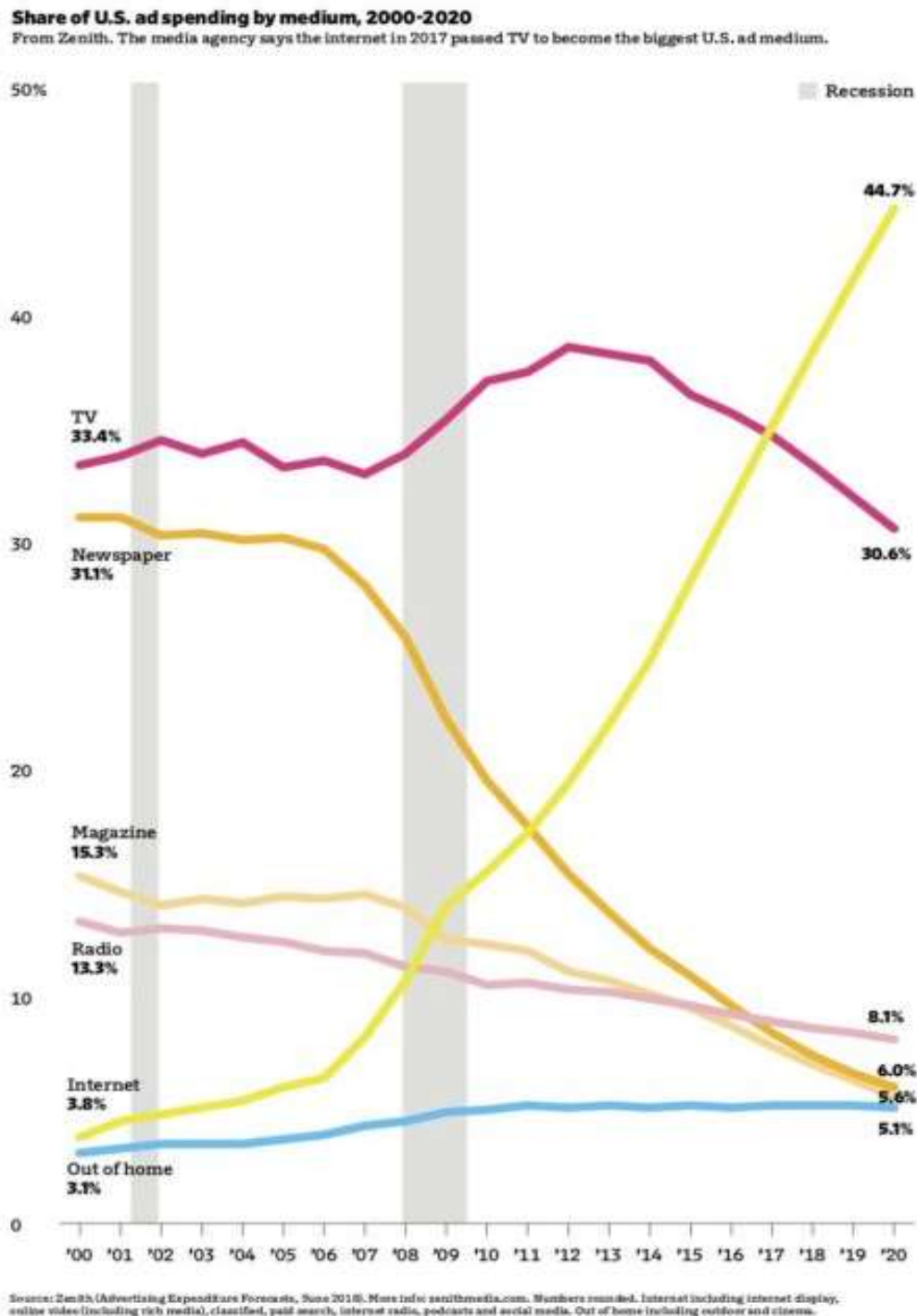
Give your report a title and use subheadings for each section.

Make sure you

→ explain the changes in the popularity of the different types of media

→ describe the trend to digital advertising

→ suggest possible changes for the next years when there might be another recession.



G Solutions to the last exercises (find the opposites)
partial, approximate, internal, low, light, short, compulsory, full-time, negative, private,
complex, marked, basic, permanent.

Thank you for your work!

Emboldened wild animals venture into locked-down cities worldwide

Level 3 • Advanced

KEY

1 Warmer

1. c
2. a
3. d
4. b

2 Key words

1. quarantine
2. frolic
3. amble
4. lurk
5. periphery
6. brawl
7. subtle
8. roam
9. pasture
10. rebound

3 Find the information

1. Oakland, California
2. San Felipe, Panama
3. Nara, Japan
4. Lopburi, Thailand
5. Barcelona, Spain

4 Comprehension check

1. b
2. a
3. b
4. c

5 Find the word

1. mandate
2. silver lining
3. emboldened
4. marvel
5. romp
6. devoid of
7. venture out
8. graze

6 Verb + noun collocations

1. e
2. c
3. f
4. b
5. d
6. a

7 Word-building

1. non-existent
2. unexpected
3. reminder
4. presidential
5. emboldened
6. dramatically