




6

Sell, sell, sell!

Vocabulary

Lesson 1 / Reading

appeal brand check out eye-catching memory
persuasive professional review social media talent

- 1 Look at the texts. What type of text are they? What do the pictures show?
- 2   6.1 Read the texts quickly and answer the questions. Give reasons for your answers. **Be a star!** 
 - 1 What are they trying to sell?
 - 2 How do they try to sell the products?
 - 3 Which product would you most like to buy?
- 3 Look at the vocabulary box. Find the words in the texts. Use the context to work out what they mean.

Looking for a great technology gift?

Check these out – you'll find the suggestions very persuasive!

They said it couldn't be done, but it has!
Check it out! Ladies and gentlemen, please
give a big welcome to ... **THE FLYBOOT!**

Scientists told us that human flying was not possible. It can't be done, they said. Well, we have news for you: **IT'S POSSIBLE**, and **IT'S HERE!!!**

The Flyboot is ... a boot that flies! It will fly you for 20 metres at 1 metre above the ground. Put on our battery-operated boots, and you will fly like a bird! ‘

The **eye-catching** boots are made of leather and plastic, and look really good. You can wear them in all weather, but you should be careful when it rains. They're heavy – 10 kilos – so they are not for everyday wear, but trust us – they can fly!

FLY LIKE A BIRD WITH THE FLYBOOT!

‘Brilliant. The most incredible invention I have ever seen’ – *World News*





The Watch Watch
Sponsored



The Watch Watch

Bored with watching films on your phone?
Want to see films on a big screen?
You need ... **The Watch Watch!**



You know the problem. You want to watch your favourite film, and you download it onto your phone. But it's REALLY SMALL! Your friends and family can't watch it. You want a film that everyone can see!

Here's the answer, and the **brand** that everyone is talking about – the Watch Watch. Download the film to your phone, connect it to the Watch Watch – and boom! You can watch the film on your living room wall. Play the sound from your phone, and EVERYONE can watch!

Watch Sound will give you **professional**, cinema-quality sound too. And all this for only £1,500!

The Watch Watch – makes a home into a cinema!

Reviews ★★★★★ 72 out of 90 people would recommend this product

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How to play guitar like a PRO!

The How To Guy 100 views 1 week ago

HOW TO PLAY GUITAR

LIKE A PRO!



11:30

My music teachers at school said I had no musical **talent**. They said I would never play guitar. But they were wrong! Thanks to **GO-GO Guitar**, I can now play four songs! It really works!

Here's how it works: you choose a song and download it to the guitar. The guitar lights up the chords you have to play. Put your fingers on the correct chords on the GO-GO Guitar, and play the song! It's the **EASIEST** way to learn! After two weeks you'll play the guitar like a pro!

GO-GO guitar plays four popular songs from the 1960s. If you can play these songs, you can play most modern music from **memory**. You learn where to put your fingers and how to read music. You could be 9 or 90 years old, and the GO-GO Guitar will **appeal** to YOU. The important thing is to practise every day!

You can buy more songs from the GO-GO Guitar shop. The guitar costs £2,000, and the songs are £100 each. It's the best guitar-learning programme you can buy!

Want to play like a PRO?

You need GO-GO-GO!

Lesson 2 Reading comprehension

1 Adverts use special techniques to sell you things. Find an example of these techniques on pages 70–71.

- 1 Use exclamation marks. *All this for only £1,500!* _____
- 2 Talk to the reader directly. _____
- 3 Use a superlative adjective. _____
- 4 Use positive language. _____
- 5 Use a slogan that stays in your head. _____
- 6 Give the product a friendly name. _____

2  Adverts have positive and negative messages if you read them carefully. Find a positive and negative message for each advert.

Be a star! 

Advert	Positive	Negative
Boots		<i>They're heavy.</i>
Watch		
Guitar	<i>You learn songs quickly.</i>	

3   Work in pairs. Discuss the questions.

- 1 Which advert on pages 70–71 do you like best? Why?
- 2 Look at the pictures on pages 70–71.
Which is the best picture to sell a product? Why?



Can you trust what adverts tell you? Why/ Why not?

Working with words

Alliteration

Alliteration is the repetition of a sound or letter at the beginning of words that are close together in a sentence. It is often used in poetry and slogans. Adverts often use alliteration because it is memorable:
Perfect pictures in your pocket.

Find two more examples of alliteration in the adverts on page 71.

- 1 _____
- 2 _____

Lesson 3 Grammar

Graphic

Grammar

1 Look and read.

Reported speech – past simple, present perfect, *will* and *can*

'We have developed a great product.'

They said they had developed a great product.

'You can fly over the city.'

They said I could fly over the city.



Look!

will → *would*

past simple → past perfect

2 Complete the reported sentences with the correct form of the verbs.

- 'This offer won't last long!' She said the offer wouldn't last long.
- 'We haven't looked at the reviews.' They said they _____ at the reviews.
- 'You can't trust this brand!' He said we _____ this brand.
- 'It won't appeal to your grandparents.' She said it _____ to your grandparents.
- 'I've played the song five times.' She said she _____ the song five times.
- 'You can watch the film from your watch.' He said you _____ the film from your watch.

3 Work in groups of four. Talk about a product. **Be a star!**

- A** and **C** Look at page 148 and work together. **B** and **D** Look at page 150 and work together. Read the product descriptions and try to sell the products to your partners.
- Swap partners. Take turns to report what your first partner said to your new partner.



Torch trainers can light up dark streets when you run!

That's brilliant!



He said torch trainers could light up the streets when you run.

Wow, I want a pair!



Go to Grammar booster: page 139.

Unit 6 Report what people said
WB: page 64

73

Lesson 4 / Language in use

1 6.2 Listen and say.



Vocabulary

graphics impressive multi-player realistic

- Did you see the advert for *SeaSearch*, the new video game?
- Yes, I did. **The graphics looked impressive, didn't they?**
- Yes, they're very realistic. **The reviews have been good, haven't they?**
- Yes, most people gave it five stars. It was really exciting and challenging.
- Yes, I love games like that. Do you remember *Old Tom's Mine*? It was awful!
- I know! **It wasn't difficult at all, was it?**
- No! **It didn't** take us long to get to the top level, **did it?** It was a waste of money.
- On *SeaSearch*, **we won't** have to take turns, **will we?**
- No, we won't. I checked the advert – it's a multi-player game.
- Cool!

2 Complete the sentences with the correct question tags.

- 1 Most people gave it two stars, *didn't they* _____?
- 2 The graphics didn't look realistic, _____?
- 3 It hasn't had very good reviews, _____?
- 4 It was really expensive, _____?
- 5 We won't buy the next level, _____?
- 6 The action wasn't very exciting, _____?

Look!

affirmative verb →
negative question tag
negative verb →
affirmative question tag

3 Make a new dialogue about a different video game. Use the ideas in Activity 2 and your own ideas. **Be a star!**

- Did you see the advert for *Robopet*?
- Yes, I did. The instructions looked easy, didn't they?
- Yes. And the reviews have been good, haven't they?

Lesson 5 / Listening

Vocabulary

depend on effective highlight
 layout stand out well-designed


- 1 What makes a good advert? Make a list.
- 2 6.3 Listen to Michael talking about the adverts he creates. Does he mention any of your ideas in Activity 1?
- 3 6.3 Listen again and tick (✓) the true sentences. Why are the other sentences false?

- 1 The main aim of adverts is to make people remember the product.
- 2 An attractive design makes people want to read the advert.
- 3 If you have lots of text in an advert, people will remember it.
- 4 A slogan is a good way to help people remember your brand.
- 5 Important points stand out clearly in good adverts.
- 6 You should only have pictures of people in adverts.
- 7 Good adverts are always funny.
- 8 Sometimes people remember the advert but don't remember the product.

- 4 Look at the adverts Michael brought to show the class. Which do you think is the most effective? Why?

Be a star!

1 You love doing sports. You hate being thirsty. So what are you going to do about it? Get **REFRESH**. **REFRESH** is a long, cool drink. Lots of people like it. It will stop you feeling thirsty. Get **REFRESH** – and feel refreshed.



2

M-YOU-ZIK

Want music in your life?

Get **M-YOU-ZIK**, the music app for you!

- * Listen in your room
- * Listen on the go

£5 a month for the liveliest, catchiest music on the planet!

M-YOU-ZIK

makes you feel like dancing!

3

ZOOTER SCOOTER

In reviews, people said they had never seen such a well-designed scooter.

It gets you there **QUICKLY**, it gets you there **IN STYLE**.

For school, for play. Use it **EVERYDAY!!**

ZOOTER SCOOTER

ZOOOOOOOOOM!!!!!!



Lesson 6 Writing

1 Look at the adverts on pages 70–71. Then read the advert below. How effective is it? Look at the checklist and tick (✓) or cross (✗).

- | | |
|--|-------------------------------------|
| 1 text interesting / funny? | <input checked="" type="checkbox"/> |
| 2 use of adjectives to make the product appealing (positive / compound / superlative)? | <input type="checkbox"/> |
| 3 use of slogans / alliteration? | <input type="checkbox"/> |
| 4 use of 'you', 'we', etc. to involve the reader? | <input type="checkbox"/> |
| 5 use of punctuation for emphasis? | <input type="checkbox"/> |
| 6 use of bold / words in capital letters? | <input type="checkbox"/> |
| 7 layout effective? | <input type="checkbox"/> |
| 8 good use of pictures? | <input type="checkbox"/> |

Hedfones

These headphones are good for listening to music. They're **not** heavy. They seem expensive, but they are **WORTH IT**. There are **THREE** colours.

People said we couldn't make you a better dancer – but we can! **Hedfones** are **WIRELESS** – that means you don't need to plug them in.

All you need to do is put them on. Then you can move around. All the reviews say Hedfones are well-designed. They're also **EYE-CATCHING**. **Everyone** is talking about us!



2 How could you rewrite these sentences to make them more suitable for the advert in Activity 1?

- 1 These headphones are good for listening to music.
Want to _____?
- 2 They're not heavy.
Hedfones are as light as _____.
- 3 There are three colours.
Available _____.
- 4 That means you don't need to plug them in.
No need _____.
- 5 All you need to do is put them on. Then you can move around.
Just _____ and _____.
- 6 All the reviews say Hedfones are well-designed. They're also eye-catching.
Not only are they _____, they're also _____.
- 7 Everyone is talking about us!
Hedfones is the _____ everyone is _____.



3 Work in pairs. Rewrite the advert to make it memorable using your ideas in Activity 2. Think of a slogan and use some of the techniques in Activity 1.

Learning to learn

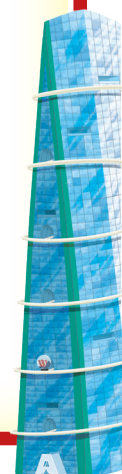
Organising your study time

If you want to study well, you need to be organised. Follow these tips to help you organise your study time:

- Decide when to work. Plan for the same time every day, if possible.
- Find a place to work. The best place might be a comfortable chair and a desk in a quiet room.
- Make sure you have the things you need – a pen, paper, a dictionary.
- Put away distractions. Turn off your phone – you need time and quiet to think.
- Give yourself a reward when you stay focused and finish. Listen to music or have a snack. And say 'Well done!'

Work in pairs. Discuss the ways you study.

- 1 When do you work best?
- 2 Where do you like to study?
- 3 How do you concentrate? What things distract you?
- 4 How can you make it easier for you to study?



1 Look at the photos. What are they advertising? Read the adverts and check.



Indoor skydiving

Feel what it's like to fly!

- Float on air in a wind tunnel.
- Completely safe.
- Four flights, each lasting one minute.

Make memories you will **never forget!**

Chocolate!

- See where cocoa is grown. 
- Watch as we make our award-winning chocolate.
- Make your own chocolate and take it home!

Educational and entertaining!



Submarine dive



Enter a wonderful world under the sea!

- Watch bright fish, sharks, turtles and other beautiful creatures.
- Learn about the reef as a habitat.
- Exciting – but warm and dry!

2 Which of the activities above would you most like to do? Why?

3 Work in groups. Choose an activity from the adverts for a special class day out. Follow the instructions. **Be a star!** 

- Each person should try to persuade the group that their choice is the best.
- The group must agree together on one activity.
- Use the phrases to help you.
- Finally, choose one activity for the group.

(X) sounds the most interesting / exciting because ...
 It will be fantastic / amazing to ...
 (X) stands out because ...
 If we do (X), we'll all be able to ...
 I'm not sure about (X) because ...
 I don't think it's the best idea because ...
 I don't think so.

4 Tell the class which activity your group chose and why. Then have a class vote on what to do for your day out.



1 You're going to invent a toy or a game for a 'Design a toy' competition. Read the rules.

Rules

Your toy / game:

- 1 must develop creativity
- 2 must be easy to carry in a bag
- 3 mustn't require electricity or batteries
- 4 should be fun and entertaining

2 Read the ideas for new toys / games. Do they follow the rules in Activity 1? Why / Why not?



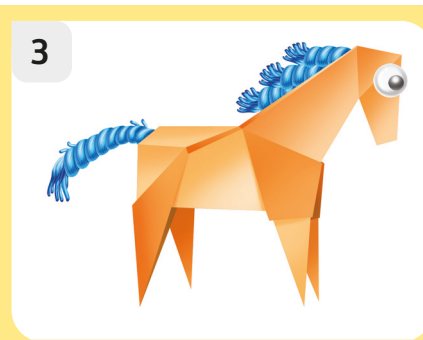
1 Story bag

Thirty words, small objects, pictures ... use as many as you can to tell a story.



2 Robo race

Use your smartphone to control your robot. Race against your friends.



3 Animal origami

Fold paper to make animal shapes. Decorate your designs.

3 Work in pairs. Think of an idea for a new toy or game. Draw your toy and write a short description. Remember to follow the rules in Activity 1. Think about ...

- a name for the toy / game
- what it looks like
- how it works / how you use it
- why it's fun
- a slogan

4 Display your ideas around the classroom. Discuss all the toys. Decide which one should win the competition and why.

Review 3

1 Write the correct word for each definition.

ambitious ~~award-winning~~ confident entertaining
a forecast hire a review a submarine

- 1 A way to say something was given prizes.
- 2 This tells what the weather will be like.
- 3 This describes someone who knows they can do something well.
- 4 To pay to borrow something for a short time.
- 5 This describes something funny or really interesting.
- 6 Something that tells you someone's opinion about a film.
- 7 A large boat that goes under the sea.
- 8 This describes someone who is hard-working.

award-winning

2 Rewrite the sentences as reported speech.



- 1 He said he would meet Petra after school.
- 2 He told her _____.
- 3 He said he _____ everywhere.
- 4 He said that he _____.
- 5 Petra told her dad _____.
- 6 She said _____ homework.

3 Work in pairs. Guess what your partner has done. Have a conversation to find out if you're right. Use the pictures for ideas.



You've visited relatives in France, haven't you?

You're right! Yes, I have.





1 **CE:Key** For each question, choose the correct answer.

Melody Collins: A tennis star



Melody Collins is a tennis player who lives in Montreal, Canada. At 17, she has already travelled around the world and won many competitions. She started playing tennis at the age of three. The family moved to the USA for six months so that Melody could train with other young players.

Melody is ambitious and she has always worked hard. Her dream is to play tennis for Canada in the Olympics. 'I can't imagine life without tennis. The important thing is that you love what you're doing. It might be tennis, it might be something else. Just find what makes you happy.'

- 1 When did Melody play tennis for the first time?
 - A when she went to the Olympics
 - B when she moved to the United States
 - C** when she was three years old
- 2 Why did Melody move from Canada?
 - A to find what makes her happy
 - B to play tennis with other players
 - C to go to the Olympics
- 3 What is Melody's dream?
 - A to win many competitions
 - B to imagine life without tennis
 - C to play in the Olympics
- 4 How does Melody feel about life?
 - A You should love what you're doing.
 - B You should work hard.
 - C You should travel around the world.

2 **CE:Key** Read the email and write the correct answer. Write one word for each gap.

Hi Millie,

I'm looking forward **(0)** to trying out my new video game! I heard about this new game **(1)** _____ social media. It appeals **(2)** _____ me **(3)** _____ the graphics were so impressive. And guess what's really cool about **(4)** _____?

It's a multi-player game, so we'll be able to play at the same time. It's an adventure set **(5)** _____ a forest - the characters travel by zip-line! One person said 'Don't forget **(6)** _____ highlight where you've been on the map!' They said the graphics were very realistic.

I hope you've got lots of free **(7)** _____ this weekend.

Bonnie 😊

SEND ▶