

6 Sell, sell, sell!

Lesson 1 Vocabulary

1 Read and unscramble the words.

- 1 To advertise the concert, we made some **yee-haticng** eye-catching posters.
- 2 I didn't agree at first, but Jack's argument was very **spruasiee** _____.
- 3 My brother spends his free time talking to friends on **lacios diame** _____.
- 4 She wants to buy trainers, but isn't sure which **dranb** _____ to choose.
- 5 That game hasn't had good **wervies** _____ - shall we try this one?
- 6 The red jumper will **apelap** _____ to my mum. She likes bright colours.
- 7 I remember starting school when I was four. It's my earliest **yomrem** _____.
- 8 I'm going to **khecc tou** _____ this book - my cousin really enjoyed it.
- 9 Next year I want to play the guitar like a **olaefspoirsn** _____.
- 10 He says he's telling the truth, but we don't **usttr** _____ him.

2 6.1 For each question, choose the correct answer.

You will hear Katy talking to her cousin Oliver.

- | | |
|---|----------------------------------|
| 1 Katy wants to try | 4 Oliver thinks that |
| A the boots with the stars on them. | A social media is persuasive. |
| B the boots with the stripes on them. | B the hot chocolate was amazing. |
| C the expensive leather boots. | C the café reviews are correct. |
| 2 Katy reads a review on a website that | 5 Oliver has to be home |
| A she often uses. | A by half past four. |
| B professional sportspeople use. | B by three o'clock. |
| C doesn't give reviews from people who wear them. | C by half past two. |
| 3 Katy thinks that the | |
| A chocolate cake is good. | |
| B chocolate cake isn't cheap. | |
| C hot chocolate is expensive. | |

Lesson 2 Reading comprehension

1 Read the adverts on Pupil's Book pages 70–71 again. Tick (✓) two true phrases for each product.

1 Flyboot

a are made of rubber

c are light to wear

b can fly for 20 metres

d can be worn every day

2 The Watch Watch

a plays sound from your phone

c shows films on your watch

b costs £1,000

d has reviews of 3 out of 5 stars

3 Go-Go Guitar

a takes three weeks to learn

c plays four popular songs

b lights up the chords you will play

d costs £2,500

2 Read the three adverts. Then circle the correct words.

1 The advertiser wants me to feel **nervous** / **excited** / **creative**.

Flyboot

- look really good!
- will make you fly like a bird!
- is the most incredible invention you'll ever see!

2 The advertiser wants me to feel **confident** / **smart** / **colourful**.

The Watch Watch

Makes your home a cinema. Professional, cinema-quality sound. Everyone can watch.

3 The advertiser wants me to feel **determined** / **imaginative** / **professional**.

Go-Go Guitar

- Is great for players of any age.
- Easy to use and it really works.
- You'll learn how to play most modern music.

Working with words

3 Underline the alliteration in the slogans.

1 Take time, make memories.

2 Don't just do it. Do it differently.

3 Photography fun for all the family.

4 Suncream to stay safe? Sure! Share with everyone!

1 Read Ginny's message. Choose the best words to complete the sentences.



I read an interesting advert for a film yesterday. I saw it in a magazine. You'll enjoy this film! I've checked for reviews on social media. All the reviews have been good so far. I can't go to the cinema tomorrow. How about Friday?

- 1 Ginny said she _____ an interesting advert for a film yesterday.
 A reads **B had read** C has read
- 2 She said she _____ it in a magazine.
 A had seen B would see C has seen
- 3 She said we _____ the film.
 A could enjoy B would enjoy C had enjoyed
- 4 She said she _____ for reviews on social media.
 A to check B checks C had checked
- 5 She said all the reviews _____ good so far.
 A would be B had been C is
- 6 She said she _____ to the cinema tomorrow.
 A couldn't go B hadn't gone C didn't go

2 Harry missed Liam's presentation about his holiday. Report what Liam said to complete the notes.

Last year we visited France on holiday.
 We stayed in Paris for a week.
 I took lots of photos.
 I've put some of them on my website.
 We'll go back there one day.
 I can tell you more about it later.



- 1 Liam said his family _____ *had visited* _____ France on holiday.
- 2 He said they _____ in Paris for a week.
- 3 He said he _____ lots of photos.
- 4 He said he _____ some of them on his website.
- 5 He said they _____ back there one day.
- 6 He said he _____ us more about it later.

Lesson 4 / Language in use

1 6.2 Listen and choose the correct question tags.

- a ..., will they?
- b ..., was it?
- c ..., did they?
- d ..., didn't it?
- e ..., hasn't it?
- f ..., weren't they?

6.3 Listen again and check.

2 Complete the text with the correct question tags.



Hi, Millie. I've just been telling Ben about that fantastic game we played last month – I think it was called Safari Zebra, ¹ wasn't it? You must remember – we got it at the new shopping centre, ² _____? It was really good, but it wasn't expensive, ³ _____? We loved it! The graphics were really impressive, ⁴ _____? Mary and Louisa have bought it too, ⁵ _____? They're always copying us! We'll get Safari Zebra 2 when it comes out, ⁶ _____? You're very quiet today, Millie. Am I talking too much?

3 Write sentences with the words and question tags. Write one more to ask a partner.



happy yesterday / was he? lost / didn't she? ~~need / will we?~~ swimming / haven't they?

- 1 We won't need an umbrella, will we?
- 2 _____
- 3 _____
- 4 _____
- 5 _____

- 1  For each question, choose the correct answer.

Check out the newest and best shoes on the street ... the Torch Trainers!

You might think there's nothing new about trainers – it's all been done. Well, we have news for you: Torch Trainers are better than ANYTHING you've seen before!

Torch Trainers have special batteries powered by the sun. When it's dark outside, Torch Trainers light up to help you on your way. No more running back home when you see the sunset – Torch Trainers make it safe to run at night! But they're great for daytime exercise too. Put on our trainers, and you'll be ready to go any time of day – and every day!

These eye-catching trainers are made of leather and recycled rubber, and look fantastic. You can wear Torch Trainers in the rain, in the snow, in the sun and in the sand. They're light and come in five different colours, and they're not expensive. Read what people are saying about Torch Trainers, the newest and best shoes on the street:

'My trainers are brilliant. It's fantastic to run at night and feel safe' – Nina, 22

'An incredible invention – different to any trainers I've tried' – Harry, 19



- 1 What does the advert say about the trainers?

<input checked="" type="radio"/> A they're better than anything seen before	<input type="radio"/> B you've seen them before	<input type="radio"/> C there's nothing new about them
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- 2 Why does the advert repeat the words 'newest and best on the street'?

<input type="radio"/> A to persuade people to buy the trainers	<input type="radio"/> B to appeal to people who want to run	<input type="radio"/> C to make people read the advert twice
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- 3 What materials are the Torch Trainers made from?

<input type="radio"/> A leather and cotton	<input type="radio"/> B leather and rubber	<input type="radio"/> C leather and denim
--	--	---
- 4 How do the Torch Trainers work?

<input type="radio"/> A They are operated by batteries.	<input type="radio"/> B They are operated by the weather.	<input type="radio"/> C They are operated by electricity.
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- 5 Why are the Torch Trainers good for everyday wear?

<input type="radio"/> A They are cheap and won't break.	<input type="radio"/> B They make runners feel safe.	<input type="radio"/> C They can be used in all kinds of weather.
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2  For each question, choose the correct answer.

A new film review app?

Ella told us about a new film review app she had bought recently. She said that she
 1 had tried other apps before. They weren't well-designed so they weren't
 2 _____. The layout 3 _____ it impossible to find information quickly.
 In this app, the important information stands out 4 _____ it is highlighted. For an
 app to really work, it needs to be 5 _____ to use. A really good app always
 6 _____ and appeals to lots of buyers. The most realistic apps are the ones you use
 every day because they're so useful.

- | | | | |
|---|--------------|--------------|--------------------|
| 1 | A would buy | B looked | C had tried |
| 2 | A realistic | B effective | C persuasive |
| 3 | A had | B made | C found |
| 4 | A because | B so | C but |
| 5 | A easy | B clever | C eye-catching |
| 6 | A stands out | B highlights | C presents |

Lesson 6 Learning to learn

1  Read and complete the text on how to organise your study time.

change effectively lazy phones quiet rewards thinking when

If you organise your study time well, you will learn much more 1 effectively - and you will have more time available for family, friends and hobbies. First, decide 2 _____ to work. Fix a time and make a plan. Then find somewhere 3 _____ to work. Make sure you have the equipment you need. Put away all distractions, such as 4 _____ and video games. You can't learn properly if you are 5 _____ about other things. Don't forget to arrange 6 _____! Plan treats for yourself for working hard.

Remember: stick to your plan. Don't 7 _____ things just because you feel a bit 8 _____ or want to do something else.

2  Tick (✓) the points you could improve. Then choose a strategy from Activity 1 to try out.

- | | | | | | |
|-------|--------------------------|--------------|--------------------------|---------|--------------------------|
| When | <input type="checkbox"/> | Equipment | <input type="checkbox"/> | Rewards | <input type="checkbox"/> |
| Where | <input type="checkbox"/> | Distractions | <input type="checkbox"/> | | |

Prepare to write

1 Read the advert and find examples of features 1-6 below.

Prize parties

Looking for fun, FUN, FUN? We've got everything you need ...

Birthday party? Wedding? Surprise party? You can trust us to help you. Just tell us what you're celebrating!

We have everything you need for an exciting party - including our extremely popular **Sports heroes** and **Jungle** themes!

We can provide:

- * eye-catching decorations
- * fantastic food, delicious drinks
- * beautiful bright plates and cups
- * brilliant birthday cakes and candles

Visit our impressive shop or our award-winning online store.

Prize Parties • We put the **prize** in **SURPRISE!**

- 1 interesting or funny text
- 2 adjectives to make the product appealing
- 3 slogan
- 4 'you', 'we', etc, to involve the reader
- 5 alliteration
- 6 bold / words in capital letters to highlight features

fun, FUN, FUN

2 Choose a product from Prize parties. Plan an advert and think about what information to include. Write notes.

Name of product: _____

What it is: _____

Adjectives to persuade the reader: _____

Slogan: _____

Ideas for 'you' / 'we' statements: _____

Ideas for alliteration: _____

Ideas for highlighting important information: _____

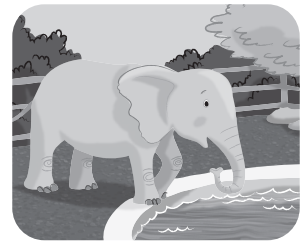
Lesson 7 / Functional language

1 6.4 Listen and write *Zoe* or *Tom*.

- 1 Zoe doesn't want to go to the beach.
- 2 _____ likes bowling.
- 3 _____ thinks the submarine dive is too expensive.
- 4 _____ doesn't want to go to the cinema.
- 5 _____ thinks indoor skydiving would be exciting.
- 6 _____ suggests going to the waterpark.

2 Look at the activities and places in Activity 1. Choose two and write persuasive sentences about them.

It will be great to go to the zoo because it's a really good one.



Check-up challenge

1 Unscramble the words. Then write a sentence using each word.

- 1 shragcpi graphics _____
- 2 tulmi-repyal _____
- 3 dants tuo _____
- 4 grainteetinn _____
- 5 craletiis _____
- 6 vemirssipe _____

2 Complete the sentences with the correct question tags.

- 1 They didn't visit Paris, did they?
- 2 She's read it, _____
- 3 We haven't been there, _____
- 4 It was expensive, _____
- 5 They weren't happy, _____
- 6 You won't be late, _____
- 7 They will come back, _____
- 8 He went out, _____

3 Write the review. Report Annie's points about the Umbrella seat.



Hi! It's Annie here. This week I've been looking at present ideas for grandparents. My top recommendation is the **Umbrella seat**. Keeps you dry, keeps you comfortable ...

- I tried it at the weekend.
- I went to a concert in the park.
- I enjoyed sitting on it!
- Grandparents will love it!
- They can use it in the rain.
- They can use it as a chair!
- I've given one to my grandpa!

See you later!



1 She said *she had tried it at the weekend.*

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

What I can do!

Put a tick (✓) or a cross (x).

understand persuasive techniques

identify and use alliteration

report what someone said

write an advertisement

use question tags to ask for confirmation

reach a decision about a class outing

In this unit, my favourite activity is: _____

Something I did well: _____

Something I could improve: _____