

# 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

b can fly for 20 metres

c are light to wear

d can be worn every day

2 The Watch Watch

a plays sound from your phone

b costs £1,000

c shows films on your watch

d has reviews of 3 out 5 stars

3 Go-Go Guitar

a takes three weeks to learn

b lights up the chords you will play

c plays four popular songs

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.

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?

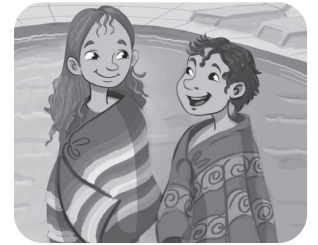
 6.3 Listen again and check.

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, <sup>1</sup> wasn't it? You must remember - we got it at the new shopping centre, <sup>2</sup> \_\_\_\_\_? It was really good, but it wasn't expensive, <sup>3</sup> \_\_\_\_\_? We loved it! The graphics were really impressive, <sup>4</sup> \_\_\_\_\_? Mary and Louisa have bought it too, <sup>5</sup> \_\_\_\_\_? They're always copying us! We'll get Safari Zebra 2 when it comes out, <sup>6</sup> \_\_\_\_\_? 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?
 

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

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

<b>A</b> leather and cotton	<b>B</b> leather and rubber	<b>C</b> leather and denim
-----------------------------	-----------------------------	----------------------------
- 4 How do the Torch Trainers work?
 

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

<b>A</b> They are cheap and won't break.	<b>B</b> They make runners feel safe.	<b>C</b> They can be used in all kinds of weather.
--	---------------------------------------	--

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     | <b>C had tried</b> |
| 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                             | <u>fun, FUN, FUN</u> |
| 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 | _____                |

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: \_\_\_\_\_

## Ready to write

3 Write your advert. Include a picture.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



4 Read and check what you wrote in Activity 3. Tick (✓).

- Is my advert interesting and / or funny?
- Is my slogan effective?
- Have I included persuasive adjectives?
- Are punctuation, bold and capitals used effectively?
- Have I used 'you' and 'we' to involve the reader?

5 Rewrite the advert in your notebook. Use the points in Activity 4 to improve your work.



## 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.*

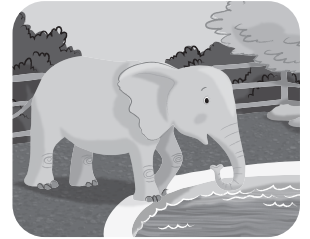
---

---

---

---

---



## Check-up challenge

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

- 1 shragcpi           graphics       \_\_\_\_\_
- 2 tulmi-repyal     \_\_\_\_\_
- 3 dants tuo     \_\_\_\_\_
- 4 graintetinn     \_\_\_\_\_
- 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: \_\_\_\_\_