

COMPREHENSION

A Look at the picture from the video. Discuss the following questions with a partner.

- 1 Do you watch vlogs? If so, what kinds do you watch?
- 2 What kind of people do you think make vlogs?

B You are going to watch a news report about a vloggers' convention. Which of these things do you think you might see in the video?

books computers fans flowers football food giant screen interviews parents
stage parties smartphones TV cameras video games



C ▶ 00:00–01:26 Watch to check your answers to Exercise B. Which things surprised you? Why?

D ▶ Watch the first part of the video again. Are the sentences true (T) or false (F)? Correct the false sentences.

- | | |
|--|-----|
| 1 The fans can see the vloggers immediately. | T/F |
| 2 The London event has good facilities for parents. | T/F |
| 3 Most fans hope to get their books signed by the stars. | T/F |
| 4 A lot of female vloggers make instruction videos. | T/F |

E ▶ 01:27–02:48 Watch the second part of the video. Then choose the best word to complete the sentences.

- 1 Emma finds it *easy* / *difficult* to transform herself with make-up.
- 2 She started making videos *after* / *before* watching other vloggers.
- 3 She felt nervous about *performing* / *speaking* while being recorded.
- 4 She *can* / *can't* understand why so many people watch her videos.

F ▶ 02:49–03:49 Fill in the blanks with the correct adjective from the box. There are four adjectives you do not need.

enjoyable famous fun global huge local new popular virtual

- 1 Zoe Sugg is another _____ vlogger.
- 2 She says that meeting her fans is _____.
- 3 Marcus Butler says that these events have become _____ recently.
- 4 YouTube events are _____ everywhere.
- 5 Are vlogs a _____ form of art?

AUTHENTIC ENGLISH

A Look at the sentence from the video. Why do you think Emma says *kind of*?

I do *kind of* have a natural talent in it.

B ▶ 01:27–02:48 Watch the second part of the video again. Read the information below. How many times does Emma say *kind of*?

kind of

We use *kind of* when we talk about something in a general way without being very exact. It is also used as a filler, something you say to give you time to think.

C Read the sentences below and insert *kind of* in an appropriate place.

- 1 Vlogging is a fad that won't be popular for much longer.
- 2 The vloggers are great role models for teenagers.
- 3 Video sharing websites have been a wonderful way for people to share their talents.
- 4 Vlogs have contributed to young people spending too much time online.

D Work in pairs. Discuss whether you agree with the sentences in Exercise C.

COMPREHENSION

A Look at the picture of Hong Kong from the video. What do you know about the city? What do you think it is like to live there? Why?

B ▶ Watch a documentary about the architect Gary Chang. Check (✓) the things that you see in his apartment.

- | | | | |
|-----------|--------------------------|------------------|--------------------------|
| 1 hammock | ☐ | 7 television | ☐ |
| 2 balcony | ☐ | 8 coffee machine | ☐ |
| 3 CDs | ☐ | 9 wardrobe | ☐ |
| 4 a blind | ☐ | 10 dining table | ☐ |
| 5 desk | ☐ | 11 sofa | ☐ |
| 6 bed | ☐ | 12 shower | ☐ |



C ▶ Watch the video again and choose the best options to complete the sentences.

- Living space is important in Hong Kong because *property is expensive* / *of population density*.
- Gary uses a sliding *wall* / *room* technique to create more space in his apartment.
- The narrator says the apartment is *a great place to live* / *clever and environmentally* friendly.
- Using this system, Gary can create *24* / *34* different combinations.
- There is a great *similarity* / *contrast* between inside and outside the apartment.
- The apartment is only *30* / *60* square meters in size.
- In Hong Kong only *25* / *3.6* percent of the land is used for housing.
- Less than 4 percent of the land is used for *roads* / *businesses*.

AUTHENTIC ENGLISH

A Read the information in the box. For sentences 1–3, underline the words that show contrast. What things are contrasted in each sentence?

- Outside you would never know that Gary's luxury apartment existed.
- This area is very different to the high rises of downtown Hong Kong where people live in luxury.
- Outside, it's crazy. Inside, there is a calm and relaxed atmosphere ...

Contrast

We often contrast two things in English to emphasize how different or unusual something is. There are many ways we can do this, for example, by comparing the inner and outer appearance of something.

B Work in pairs. Write sentences to contrast the ideas below using some of the language from Exercise A.

- two cities in your country which are very different
- something that is not what it appears to be

My Apple Watch just looks like an ordinary digital watch, but ...

SPEAKING

A Work in pairs. Read the comments about Gary Chang's apartment. Which are positive, negative or both?

- It's very creative, but it's too much effort to move those sliding walls every day.
- This is the future of living space. It's really clever!
- It's not practical. When you get home after a long day, you just want to lie on the sofa!
- It's a great design. I love the bath and the shower. But he has too many CDs for such a small space.

B Which of the comments do you agree with? Would you like to live in Gary Chang's apartment? Why/Why not?

COMPREHENSION

A Work in pairs. Look at the picture from the video. Where do you think this place is? Would you like to travel there for a holiday, or vacation? Why?

B ▶ 00:00–02:11 Watch the first part of the video. Number the people and things (a–e) in the order that you see them.

- a cable car _____
- b eco-lodge _____
- c local women _____
- d rice fields _____
- e tourists in the town center _____

C Match the sentences (1–5) to the people and things (a–e) in Exercise B.

- 1 Many local people work there. _____
- 2 Their numbers are growing. _____
- 3 It could damage the environment. _____
- 4 They may lose their cultural identity. _____
- 5 The weather is not as warm there. _____

D ▶ 02:12–03:27 Watch the second part of the video. Are the sentences true (T) or false (F)? Correct the false sentences.

- 1 The tourists feel safe on the *favela* tour. T/F
- 2 Carlos says that most people understand what life is like in the *favelas*. T/F
- 3 Carlos allows the tourists to visit his house for free. T/F
- 4 Most locals are unhappy about the numbers of tourists. T/F
- 5 The narrator believes the tours can have a positive effect. T/F

E Match these facts to the places. Write Sapa (S), Rocinha (R), or both (B).

- 1 The number of tourists is increasing in the region. _____
- 2 Tourism can damage the environment. _____
- 3 This place is not the normal choice for tourists. _____
- 4 Tourism can improve local people's lives. _____



AUTHENTIC ENGLISH

A Look at the extract from the video. What do you think the phrase in **bold** means?

*It's nice, it's convenient for us, but we're tourists. So, you know, there's always the **flip side**. If I lived here and I grew up here, I probably wouldn't like it.*

B Read the information below to check your answer to Exercise A.

flip side

We use this phrase to talk about the usually negative aspects of an idea, plan or situation.

SPEAKING

Work in pairs. Discuss the questions.

- 1 What are the positive and negative effects of tourism in your country?
- 2 Has tourism changed a particular place in your country? How has this place changed?
- 3 Where did you last go on vacation?

On the one hand, tourism is good for local businesses, but on the flip side too many tourists cause problems like litter and environmental damage ...

COMPREHENSION

A Work in pairs. Discuss the questions.

- 1 Look at the picture. What do you understand by the phrase 'multi-generational living'?
- 2 Does it sound positive or negative to you? Why?

B ▶ 00:00–00:51 Watch the first part of the news report and check your answers to Exercise A. Then complete the sentence below.

A multi-generational house: two homes _____, each with its own _____.



C ▶ Watch the video. Check (✓) the domestic activities that you see the family do.

- | | |
|--|--------------------------|
| 1 The son cooking eggs. | ☐ |
| 2 The family eating a meal together. | ☐ |
| 3 The mother having a soft drink. | ☐ |
| 4 The father lying on the sofa. | ☐ |
| 5 The dog waiting outside the front door. | ☐ |
| 6 The grandmother walking down the stairs. | ☐ |
| 7 The family watching TV together. | ☐ |

D ▶ Watch the video again. Are the statements true (T) or false (F)? Correct the false sentences.

- | | |
|---|-----|
| 1 The report says that people are retiring later. | T/F |
| 2 The idea is that everybody can help each other. | T/F |
| 3 In this home, the family can do the same activity but in different places. | T/F |
| 4 Finn says that these homes can be easy to build because the family structure is simple. | T/F |
| 5 The grandmother says that she wouldn't be very lonely if she lived alone. | T/F |
| 6 The grandmother explains that parts of the house can have different functions. | T/F |
| 7 Finn argues that sharing space in this way makes you feel safe. | T/F |

AUTHENTIC ENGLISH

A Read the sentence from the video and the information in the box.

... so **basically** I can close off the whole area to the house so I'm not bothering anybody ...

Basically

Basically is used for emphasizing the most important point or idea in what you are saying. We often use the word *so* before it.

B Add **basically** in an appropriate place in sentences 1–3.

- 1 So, the main items in my room are the bed, desk and dresser.
- 2 What's the difference between a living room and a TV room? I think they're the same.
- 3 It seems to me that my living room is OK and there's no real reason to change it.

SPEAKING

Work in small groups. Discuss the questions.

- 1 Would you like to live like the family in the video? What are the advantages and disadvantages of sharing a living space with your family?
- 2 Listen to each other's opinions. Do most people think the concept of multi-generational living is a good idea or not? Why?

COMPREHENSION

A Work in pairs. Discuss the questions.

- 1 Look at the picture. How does the person feel? Why?
- 2 What is the average number of hours per week that a person works in your country?
- 3 Which types of jobs do you think are the most stressful? Why?

B You are going to watch Rutger Bregman give his opinion about the topic. Check (✓) the topics that you think he will mention.

- | | | | |
|---------------------|--------------------------|-------------------------|--------------------------|
| being lazy | ☐ | doing overtime | ☐ |
| feeling stressed | ☐ | working shifts | ☐ |
| being your own boss | ☐ | earning a high salary | ☐ |
| looking fashionable | ☐ | putting life above work | ☐ |



C ► Watch the video to check your answers to Exercise B.

D ► Watch the video again. Choose the best options to complete the sentences.

- 1 All / *Some of* Keynes' predictions about the UK and the US were right.
- 2 Overtime *can* / *can't* be dangerous.
- 3 The financial sector has problems with *unemployment* / *people doing overtime*.
- 4 Working under pressure is *not often* / *often* seen as something positive.
- 5 *Lazy* / *Overworked* people watch more TV.
- 6 We *should* / *should not* keep some important jobs.

AUTHENTIC ENGLISH

A Rutger Bregman uses several techniques to give his opinion. Read the information in box below. Do you think that Bregman was convincing? Why/Why not?

Being convincing

Giving your opinion in a convincing way is very useful skill. It involves making people agree with or believe in you through persuading them you are knowledgeable about your subject and that what you are saying is important. There are many techniques that can be used to do this.

B ► Watch the video again. Match the techniques (1–5) that Bregman uses to the examples from the video (a–e).

- | | |
|--|-----|
| 1 use word stress to make a point | ___ |
| 2 ask questions to get the viewer's attention | ___ |
| 3 use statistics to surprise the viewer | ___ |
| 4 use examples to support an argument | ___ |
| 5 use quotations or paraphrases to support a point | ___ |
| a How often do you feel stressed? | |
| b John Maynard Keynes predicted that by 2030 we would be working just 15 hours a week. | |
| c From Chernobyl to the space shuttle Challenger, overworked managers ... | |
| d ... it's <i>precisely</i> in overworked countries like England ... that people watch an <i>absurd</i> amount of TV ... | |
| e ... people watch ... TV up to four hours a day ... nine years over a lifetime. | |

SPEAKING

Work in pairs. Read the opinions below. Do you agree or disagree with them? Why?

- 1 A 15-hour working week would not be possible in my country.
- 2 I don't think that people watch so much TV; they are online!
- 3 I agree that too much work can be bad for you.

COMPREHENSION

A Work in pairs. Discuss the questions.

- 1 Look at the picture from the video. How popular are soft drinks in your country?
- 2 Which are the most popular?
- 3 How often do you drink them?

B Some countries are introducing a tax on soft drinks which contain added sugar. Why do you think this is?

C ▶ Watch the video and check your answers to Exercise B. Then work in pairs to answer the following questions.

- 1 What two things does the video suggest the tax revenue could be spent on?
- 2 Do you think these are good ideas? Why/Why not?
- 3 Can you think of any other ideas for what the money could be spent on?

D ▶ Watch the video again. What do these numbers refer to?

- 1 10 _____
- 2 40 / 100 _____
- 3 2 / 80 _____
- 4 15 _____
- 5 500 _____



AUTHENTIC ENGLISH

A Read the information in the box below.

Collocations

A group of two or more words that usually go together. For example, *take a photo* NOT *make a photo*.

Match these words to form collocations which are used in the video.

- | | |
|---------------|------------------------|
| 1 added | a problem |
| 2 proposed | b a tax |
| 3 nutritional | c report |
| 4 introduced | d benefits |
| 5 obesity | e sugar |
| 6 new | f an excise tax |

B Complete the summary of the video with the correct form of the collocations from Exercise A.

People consume many sugary drinks in Australia. As a result, a ¹ _____ is calling for the introduction of a tax on these drinks. Why? Because Australia has a very big ² _____ and these drinks represent an important part of that issue.

Sugary drinks don't have any ³ _____ and they are particularly popular with kids. For this reason, the country ⁴ _____ at forty cents per hundred grams of sugar. The tax only applies to drinks with ⁵ _____. Australia is not alone – other countries have also ⁶ _____.

SPEAKING

Work in pairs. Do you think a sugar tax should be introduced in your country? Why/Why not?

I don't agree that we should introduce a tax on sugary drinks. People should be allowed to decide for themselves what food and drink they want.

I disagree. People's diets are changing, and a tax would make people more aware of what they eat.

COMPREHENSION

A Look at the picture from the video of Green Bank, West Virginia, US. What kind of place do you think it is?

B ▶ Watch a report about Green Bank and check your ideas from Exercise A.

C ▶ Watch the video again. Complete these sentences with words from the box. There are three words you do not need.

allowed health community difficult financial
objects disconnected problem sensitive

- 1 The reporter suggests that the lack of cell phones is more _____ for visitors than for locals.
- 2 The telescope allows astronomers to detect _____ in space.
- 3 Mike Holstein believes that being disconnected is good for the _____.
- 4 He says that outside Green Bank, there is a _____ with social interaction.
- 5 Charles Smetner moved to Green Bank for _____ reasons.
- 6 The reporter suggests that the town will remain _____ in the future.

D ▶ Watch the video again. Choose the best options to complete the sentences.

- 1 Up in these West Virginia mountains, there's *no chance* / *no way* of your cell phone picking up a signal.
- 2 Whenever I'm *out of* / *away from* here, everybody you see is *always* / *usually* on the phone or texting ...
- 3 It's *really such* / *actually quite* a sociological phenomenon to leave here and go somewhere that has cell service ...
- 4 But for Charles Smetner, moving to Green Bank ... was *for the sake of* / *as a result* of his health.
- 5 The Quiet Zone has become a gathering place for people like him *along* / *over* the last decade.



AUTHENTIC ENGLISH

A Look at the sentences below. What is the difference between them? How does this change the meaning of the sentence?

- 1 If we lose the radio telescope, it's done.
- 2 If we happen to lose the radio telescope, it's done.

B Read the information in the box below to check your answer to Exercise A.

Happen to

Happen to means you do something by chance. It is often used to emphasize that the event is unlikely or a remote possibility.

C Complete the sentences with your own ideas and then discuss with a partner.

- 1 If you happen to visit _____, you should _____.
- 2 If I happen to see _____, I'll _____.
- 3 If we happen to be _____ in the future, we'll _____.

SPEAKING

Work in pairs. Discuss the questions below.

- 1 Could you live in a place like Green Bank? Why/Why not?
- 2 What are the advantages and disadvantages of living in Green Bank?
- 3 What is the most remote place you have visited?

COMPREHENSION

A What do you know about the singer David Bowie? Do you think the statements are true (T) or false (F)?

- | | |
|---|-----|
| 1 He was born in Manchester. | T/F |
| 2 He died in January 2016. | T/F |
| 3 He had a very successful singing career. | T/F |
| 4 There are no tributes to him in his birthplace. | T/F |
| 5 He came from a very rich background. | T/F |

B ▶ 00:00–01:40 Watch the first part of the documentary and check your answers. Correct the false statements.

C ▶ Watch the whole video. Choose the best options to complete the sentences.

- The city tour revisits places that *were important to Bowie / appeared in Bowie's songs*.
- The narrator and Bowie are from *different cities / the same city*.
- Nicholas Pegg *worked with / wrote a book about* Bowie.
- He grew up *in the center of the city / in the suburbs*.
- The image shows an *official tribute / personal tributes and lyrics*.
- Soho is a *little bit / completely* different now.
- The presenters are *singing / crying*.
- Sophia thinks *most / all* people can connect to Bowie's music.

D Work in pairs or small groups. Retell as much of the story of the video as you can.

David Bowie, who died in 2016, was a music legend. He was from London ...



AUTHENTIC ENGLISH

A Look at the sentence from the video. Why do you think the words in bold are used?

*Absolutely amazing, **isn't it?***

B Read the information in the box to check your answer to Exercise A.

Question tags

A short clause that you add to a statement to request agreement. When the first clause is affirmative, the tag is usually negative, and when the first clause is negative, the tag is usually affirmative.

Now complete the question tags in the sentences (1–3).

- Rock isn't your favorite type of music, _____ it?
- Bowie was born in Brixton, _____ he?
- I think most young people look up to singers, _____ you?

SPEAKING

Work in pairs. Discuss the following questions.

- What did you find most surprising or interesting about the documentary?
- Which adjectives would you use to describe David Bowie and his music?
- Why do you think his songs are popular with so many people?
- Are there any similar musicians from your country?

COMPREHENSION

A Work in pairs. Discuss the questions.

- 1 How much time do you spend on your phone?
- 2 Do you ever play games on your phone?
If so, which ones do you play? If not, why not?

B You are going to watch a news report about a successful card game app. Check (✓) which things or people you think will appear in the report.

- 1 fans talking about the app
- 2 the person who invented it
- 3 rival apps
- 4 the problems of creating a card game app
- 5 the background to the card game
- 6 the reasons for the app's success

☐
☐
☐
☐
☐
☐

C ▶ Watch the video and check your answers to Exercise B. Give more information about two of the above ideas.

D ▶ 01:10–01:32 Watch part of the video again. Fill in the blanks in the woman's monologue.

I like having it on the phone because then I can play it anytime, ¹_____. I don't need to have to have friends around ²_____. I can just have it on my phone – play it anytime, anywhere.
³_____.



AUTHENTIC ENGLISH

A Look at the sentence from the video and read the information in the box.

*It's one of the ... it's **actually** the most popular game in Uganda right now.*

Actually

We sometimes use *actually* to correct ourselves. Notice how the speaker starts saying something and then corrects himself mid-flow by using *actually*.

Actually here means 'in fact' or 'in reality'.

B Complete the sentences so that they are true for you.

- 1 I don't have a _____ family, I actually have _____ brothers and sisters.
- 2 I actually really like _____ in my free time.
- 3 _____ is one of my ... actually it's my favorite movie.

C Work in pairs. Discuss your sentences from Exercise B. Ask your partner for more information.

SPEAKING

Work in small groups. Use the prompts below to write a summary of the video. Present your summary to the class.

(Matatu) is a popular ...

(Jasper Onono) created ...

(The game) became successful because ... and ...

(The Matatu app) is part of a ...

This fast growth in popularity means that Africa could ...

COMPREHENSION

A Look at the picture from the video. What do you think is special about the vehicle shown?

B ▶ 00:00–01:34 Watch the first part of the video. Are the statements true (T) or false (F)? Correct the false statements.

- 1 There is a blue and white robot bus in Japan. T/F
- 2 The Nissan has a small screen next to the wheel. T/F
- 3 The Uber car moves straight down the road. T/F
- 4 We see a Mini without a driver in an old film. T/F



C ▶ 00:00–01:47 Watch the first part of the video again and answer the questions.

- 1 How long have self-driving vehicles existed?
- 2 What different types of self-driving vehicles are there?
- 3 What do a lot of people think about driverless cars?
- 4 Why is the Sacramento project different?

D ▶ 01:47–02:39 Watch the second part of the video. Choose the best options to complete the sentences.

- 1 The Lidar *detects obstacles* / *communicates with the driver*.
- 2 If the shuttle gets too near to someone, it *goes around them* / *stops*.
- 3 The girl thinks it's a good idea because *it is fun* / *she has lots of accidents*.
- 4 *Lidars* / *Self-driving cars* used to cost 80,000 dollars.

AUTHENTIC ENGLISH

A Read the sentences below. Which two are from the video? Who says them?

- 1 Yes please, that would be fantastic!
- 2 OK, cool!
- 3 That's dope!
- 4 That is really interesting!

B Read the information in the box and then decide which of the sentences in Exercise A are slang.

Slang

These are words or expressions that are very informal and are not considered suitable for more formal situations. Some slang is used only in certain countries or areas.

C Work in pairs. Match the slang words in bold to their meanings in the box.

some money thanks hello great exhausted

- 1 **Alright?** I haven't seen you in ages.
- 2 The party last night was **unreal** – we had so much fun.
- 3 **Cheers** for the birthday present!
- 4 He's only had four hours sleep so he's **knackered**.
- 5 Can you lend me **a few quid**?

SPEAKING

Work in pairs. What do you think of self-driving vehicles? Discuss the advantages and the disadvantages below.

- fewer traffic collisions
- loss of jobs
- high purchase cost
- new mobility for the elderly

COMPREHENSION

A Work in pairs. Discuss which animals you think are the most endangered.

B ▶ 00:00–01:21 Watch the first part of the video to check your answers to Exercise A.

C ▶ 00:00–01:21 Watch the first part of the video again. Match the animals to the information you learn in the video.

blue whale dodo giant panda
grey squirrel mountain gorilla tiger

- 1 They are at risk because of habitat loss.
- 2 Their numbers are slowly increasing.
- 3 They are in the Critically Endangered category.
- 4 Over sixty percent of people didn't think this animal was endangered.
- 5 Twenty percent of people think they are endangered.
- 6 A quarter of people still think this animal exists.

D ▶ 01:23–01:48 Watch the second part of the video. Are these statements true (T) or false (F) according to the video? Correct the false statements.

- | | |
|--|-----|
| 1 The red list has 24,000 species at risk of extinction. | T/F |
| 2 The eastern gorilla is at risk of extinction. | T/F |
| 3 There is some good news about other animals. | T/F |
| 4 Half of all wild animals could be lost by 2020. | T/F |

E ▶ 02:03–03:23 Watch the final part of the video. Choose the best options to complete the sentences.

- 1 The polar bears have been on the tundra since *January* / *July*.
- 2 Their season without food is getting *shorter* / *longer*.
- 3 The question of polar bear conservation is a *global* / *local* one.
- 4 *Everyone* / *Specialists* can help polar bears.



AUTHENTIC ENGLISH

A Look at these extracts from the first section of the video. Then read the information in the box. Why do you think the words in bold were used?

- 1 ... the results are **pretty wild**.
- 2 33% failed to **spot** the snow leopard.

Puns

A pun is the humorous use of a word that has two meanings, or of words with the same sound but different meanings.

B Work in pairs. Which of the meanings (a or b) are used for the words in bold in Exercise A?

- 1 **a** something which lives or grows in natural conditions and is not raised by humans
b unbelievable, crazy
- 2 **a** to notice someone or something
b a small round area of color

SPEAKING

Work in pairs. Which animals are endangered in your country? Have you seen any charity campaigns which try to protect them?

COMPREHENSION

A Work in pairs. Describe the car in the picture.
How old do you think it is? Why?

B ▶ 00:00–00:57 Watch the advertisement for the car in the picture.
Check (✓) what you see or hear in the ad.

- | | |
|--|--------------------------|
| 1 different people talking about the car | ☐ |
| 2 images of the car on the road | ☐ |
| 3 shots of the interior | ☐ |
| 4 a comparison with another car | ☐ |



C ▶ 00:58–02:55 Watch two more ads. Match the features (1–4) to the ads for the Studebaker Lark Wagon (S) and the AMC Rogue (R).

- | | |
|-------------------------|---|
| 1 uses humor | — |
| 2 is in black and white | — |
| 3 has a story | — |
| 4 uses rhyme | — |

D ▶ Watch the three ads again. Match the descriptions in the ads to the Nash (N), the Studebaker (S) and the AMC Rogue (R).

- | | |
|----------------------------|---|
| 1 easy to park | — |
| 2 good ventilation | — |
| 3 easy to clean | — |
| 4 low price | — |
| 5 does not use much petrol | — |
| 6 quality and safety | — |

AUTHENTIC ENGLISH

A Work in pairs. Read how each advertisement ends below. What do you notice about these sentences?
Which ad do you think has the strongest message, and why?

Ad 1: See all three Nash Airflytes ... at your Nash dealers now.

Ad 2: ... you have to drive the Lark to believe it!

Ad 3: ... quality is built in, not added on.

B Read the information in the box below. Then match the famous slogans to their brands.

Slogans

A slogan is a short phrase that is easy to remember and is used to advertise something

Apple Adidas L'Oréal Subway

- | | |
|---------------------------|-------|
| 1 Impossible is Nothing | _____ |
| 2 Eat Fresh | _____ |
| 3 Because you're worth it | _____ |
| 4 Think Different | _____ |

C Work in small groups. You have two minutes to think of as many slogans as you can. The team with the most correct slogans, wins.

SPEAKING

Discuss in pairs. What is the difference between the car ads in the video and modern ads for cars? How have advertisements changed?