

# Open World

## Unit 17

### Vocabulary

- 1) **advertise v** \_\_\_\_\_  
They're looking for a good way to advertise the snack.
- 2) **advertisement n** \_\_\_\_\_  
Have you seen that new advertisement with the frog?
- 3) **advertising n** \_\_\_\_\_  
How long have you worked in advertising?
- 4) **aim n** \_\_\_\_\_  
The aim of the campaign is to sell more products.
- 5) **beverage n** \_\_\_\_\_  
Fizz is the newest sparkling beverage on the market.
- 6) **brand n** \_\_\_\_\_  
I always use the same brand of shower gel.
- 7) **collect v** \_\_\_\_\_  
I have collected stamps since I was six.
- 8) **commercial n** \_\_\_\_\_  
That radio commercial is really funny.
- 9) **delivery n** \_\_\_\_\_  
Delivery is free of charge.
- 10) **fee n** \_\_\_\_\_  
You have to pay an entry fee to see the exhibition.
- 11) **reach v** \_\_\_\_\_  
We want to reach a wide audience with our ad.
- 12) **service n** \_\_\_\_\_  
The company offers a home delivery service.
- 13) **shopping bag n** \_\_\_\_\_  
Do you have a shopping bag?

- 14) **voucher n** \_\_\_\_\_  
I am collecting vouchers for the local supermarket.
- 15) **allergy n** \_\_\_\_\_  
My sister has an allergy to bee stings.
- 16) **argument n** \_\_\_\_\_  
There are some convincing arguments for this product.
- 17) **buyer n** \_\_\_\_\_  
The typical buyer is between 30 and 40 years old.
- 18) **collection n** \_\_\_\_\_  
I have a large collection of seashells.
- 19) **comfortable adj** \_\_\_\_\_  
I love this sofa – it's so comfortable!
- 20) **compare v** \_\_\_\_\_  
Compare the two ads. Which one do you like better?
- 21) **convincing adj** \_\_\_\_\_  
Can you find a convincing reason to change brands?
- 22) **delicious adj** \_\_\_\_\_  
These biscuits are delicious.
- 23) **effective adj** \_\_\_\_\_  
The slogan is very effective.
- 24) **expiry date n** \_\_\_\_\_  
The expiry date has passed. We can't eat it now.
- 25) **faulty adj** \_\_\_\_\_  
Unfortunately our new microwave is faulty.
- 26) **form n** \_\_\_\_\_  
Please fill in the form and sign it on the dotted line.
- 27) **have a closer look at** \_\_\_\_\_  
Have a closer look at the photo. What do you notice?

- 28) **in stock** \_\_\_\_\_  
Have you got any more in stock?
- 29) **item n** \_\_\_\_\_  
How many items have you got in your shopping basket?
- 30) **label n** \_\_\_\_\_  
Stick a label on the book and write your name on it.
- 31) **label v** \_\_\_\_\_  
Label the diagram with the correct names.
- 32) **logo n** \_\_\_\_\_  
Their logo is clever and easy to recognise.
- 33) **magazine n** \_\_\_\_\_  
I saw that ad in a magazine last week.
- 34) **newspaper n** \_\_\_\_\_  
Do you read a newspaper every day?
- 35) **optimistic adj** \_\_\_\_\_  
I am optimistic that our plan will work.
- 36) **owner n** \_\_\_\_\_  
I know the owner of that shop.
- 37) **pay v** \_\_\_\_\_  
Wait a second! I still need to pay.
- 38) **persuade v** \_\_\_\_\_  
She persuaded me to buy the new dictionary.
- 39) **postage n** \_\_\_\_\_  
Is postage included?
- 40) **print ad n** \_\_\_\_\_  
It's not just a poster. You can also see it as a print ad.
- 41) **promise n** \_\_\_\_\_  
Ads often make promises which are hard to keep.

- 42) **quality n** \_\_\_\_\_  
I don't think the quality of their clothes is very good.
- 43) **receive v** \_\_\_\_\_  
I received my new books in yesterday's post.
- 44) **refund n** \_\_\_\_\_  
This clock doesn't work. I would like a refund, please.
- 45) **remember v** \_\_\_\_\_  
Do you remember that TV ad for jeans in the 80s?
- 46) **return v** \_\_\_\_\_  
I'm going to return the jacket because it's too big.
- 47) **safe adj** \_\_\_\_\_  
It's safe to cross the road here.
- 48) **selection n** \_\_\_\_\_  
There's a large selection of products available.
- 49) **sell v** \_\_\_\_\_  
Excuse me. Do you sell running shoes?
- 49) **slogan n** \_\_\_\_\_  
Their slogan is very easy to remember.
- 50) **unfortunately adv** \_\_\_\_\_  
Unfortunately they had sold out by the time I arrived.
- 51) **agency n** \_\_\_\_\_  
My friend has started working at a new advertising agency.
- 52) **campaign n** \_\_\_\_\_  
The campaign cost £30,000 in total.
- 53) **convenient adj** \_\_\_\_\_  
It's very convenient that the supermarket is so near here.
- 54) **credit card n** \_\_\_\_\_  
Can I pay by credit card?

- 55) **customer n** \_\_\_\_\_  
People say the customer is always right.
- 56) **decrease v** \_\_\_\_\_  
This picture is too big; it should be decreased in size.
- 57) **for sale** \_\_\_\_\_  
Excuse me, is this painting for sale?
- 58) **make sense v** \_\_\_\_\_  
Does her message make sense to you?
- 59) **modify v** \_\_\_\_\_  
I suggest you modify the layout a bit.
- 60) **sale n** \_\_\_\_\_  
Do you like my new shoes? I got them in the sale.
- 61) **spend v** \_\_\_\_\_  
I try hard not to spend all my pocket money.
- 62) **starting point n** \_\_\_\_\_  
Our starting point for the campaign was a photograph.
- 63) **teenager n** \_\_\_\_\_  
The ad shows a teenager trying a new chocolate bar.

## Vocabulary - Lösungen

- 1) **advertise v** Werbung machen für, inserieren
- 2) **advertisement n** Werbung, Inserat
- 3) **advertising n** Werbung, Werbebranche
- 4) **aim n** Ziel, Absicht
- 5) **beverage n** Getränk
- 6) **brand n** Marke
- 7) **collect v** sammeln
- 8) **commercial n** Werbespot
- 9) **delivery n** Lieferung
- 10) **fee n** Gebühr
- 11) **reach v** erreichen
- 12) **service n** Dienst, Dienstleistung
- 13) **shopping bag n** Einkaufstasche
- 14) **voucher n** Gutschein
- 15) **allergy n** Allergie
- 16) **argument n** hier: Argument
- 17) **buyer n** Käufer/-in
- 18) **collection n** Sammlung
- 19) **comfortable adj** komfortabel, bequem
- 20) **compare v** vergleichen
- 21) **convincing adj** überzeugend
- 22) **delicious adj** köstlich
- 23) **effective adj** wirksam, effektiv
- 24) **expiry date n** Verfallsdatum
- 25) **faulty adj** fehlerhaft, defekt
- 26) **form n** hier: Formular
- 27) **have a closer look at** genauer ansehen

28)	<b>in stock</b>	vorrätig
29)	<b>item n</b>	Artikel
30)	<b>label n</b>	Etikett, Aufkleber
31)	<b>label v</b>	hier: kennzeichnen
32)	<b>logo n</b>	Logo, Firmenzeichen
33)	<b>magazine n</b>	Zeitschrift
34)	<b>newspaper n</b>	Zeitung
35)	<b>optimistic adj</b>	optimistisch
36)	<b>owner n</b>	Besitzer/-in, Eigentümer/-in
37)	<b>pay v</b>	zahlen, bezahlen
38)	<b>persuade v</b>	überzeugen, überreden
39)	<b>postage n</b>	Porto
40)	<b>print ad n</b>	gedrucktes Inserat
41)	<b>promise n</b>	Versprechen
42)	<b>quality n</b>	Qualität
43)	<b>receive v</b>	erhalten, bekommen
44)	<b>refund n</b>	Rückerstattung
45)	<b>remember v</b>	sich erinnern (an)
46)	<b>return v</b>	hier: zurückgeben
47)	<b>safe adj</b>	sicher, ungefährlich
48)	<b>selection n</b>	Auswahl
49)	<b>sell v</b>	verkaufen
50)	<b>slogan n</b>	Slogan
51)	<b>unfortunately adv</b>	unglücklicherweise
52)	<b>agency n</b>	Agentur
53)	<b>campaign n</b>	Kampagne
54)	<b>convenient adj</b>	praktisch, bequem
55)	<b>credit card n</b>	Kreditkarte

56)	<b>customer n</b>	Kunde, Kundin
57)	<b>decrease v</b>	reduzieren, verringern
58)	<b>for sale</b>	zu verkaufen
59)	<b>make sense v</b>	einen Sinn ergeben
60)	<b>modify v</b>	ändern, verändern
61)	<b>sale n</b>	Verkauf, Ausverkauf
62)	<b>spend v</b>	ausgeben
63)	<b>starting point n</b>	Ausgangspunkt
64)	<b>teenager n</b>	Teenager