

3 Leaving a lasting impression

7 Review

7 a Language in use (p. 47)

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|-----------------------|--|--------------------|
| 1 has been nominated | 4 Have you ever used | 6 have never faked |
| 2 has been criticised | 5 have been reading; have not finished | 7 has launched |
| 3 have been thinking | | 8 has been working |

7 b Language in use (p. 47)

Step 1: 1d, 2f, 3i, 4c, 5a, 6b, 7e, 8g, 9h

Step 2: *Example answers*

- 1 Companies can evoke certain emotions from their customers when they use vibrant colours.
- 2 A crowd of happy people in an ad creates a sense of belonging for potential customers who feel connected to the actors shown.
- 3 Jackson totally fell for that video game ad – he paid for a subscription immediately afterwards.
- 4 Every company designs its ad campaigns in an attempt to stand out from the crowd.
- 5 Both annoying slogans and advertisements that give viewers an emotional response will make a brand stick in people's minds.
- 6 Nima put her T-shirt brand in the spotlight with a well-designed advertisement that featured her cat, Bubbles.
- 7 Images of climate change or situations in other countries can shock someone into paying attention.
- 8 TV programmes use scare tactics to discourage people from driving drunk.
- 9 The salesman wanted to present a controversial viewpoint in an advertisement to get more attention.