

ANSWER KEY 4°C-D

Student's Book

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Ex. 1

- | | | | | |
|-----------------------|------------|--------------|--------------|----------------|
| 1. advert | 2. product | 3. advertise | 4. Brand | 5. logo |
| 6. buyer | 7. seller | 8. review | 9. influence | 10. ad-blocker |
| 11. marketing company | 12. slogan | | | |

Ex. 2

- | | | | |
|---------|-----------|-----------|---------------|
| 1. post | 2. delete | 3. follow | 4. switch off |
|---------|-----------|-----------|---------------|

Ex. 3

1. Pablo, who is Eva's cousin and lives in London, does voiceovers for adverts.
2. The Agatha Christie novel, which Anna lent me, was missing the last page.
3. The film was about Corfu, where we went on holiday last year.
4. My dad, who loves cars, bought me a car magazine.
5. Andrea's a friend of mine whose sister works for a marketing company.

Ex. 4

- | | | | | | |
|-----------|--------------|-------------|---------------|------------|---------------|
| 1. myself | 2. ourselves | 3. Everyone | 4. themselves | 5. nothing | 6. each other |
|-----------|--------------|-------------|---------------|------------|---------------|

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Ex. 1

1. Which adverts do you like?
2. Which logos do you know?
3. Do you ever write reviews?
4. Do you use adblockers?
5. What influences you to buy a product?
6. Which slogans can you remember?

Ex. 2

Your own answers.

Ex. 3

1. Who's the person in your family who you most look like?
2. What's an object which you take everywhere with you?
3. What's the name of a place where you feel most comfortable?
4. Who is the friend whose family you know best?
5. What were your hobbies when you feel most comfortable?

Ex. 4

Find the words: *shutdown, comment on, subscribe to, follow, vlog, post, switch on, switch off, delete*.
Algunas de estas palabras se encuentran escritas al revés.

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Ex. 3

2. The Funpack is waterproof so nothing gets wet.
3. Lots of pockets. Special pockets for phones and tablets. A charger pocket to charge phones and tablets.
4. Two teenage girls, one called Katia.
5. Information about available colours, designs which you can personalise yourself for free, and the Funpack's special features.
6. Funpack. Packed full of fun!

Ex. 4

1. best
2. positive
3. how
4. idea
5. Maybe
6. work