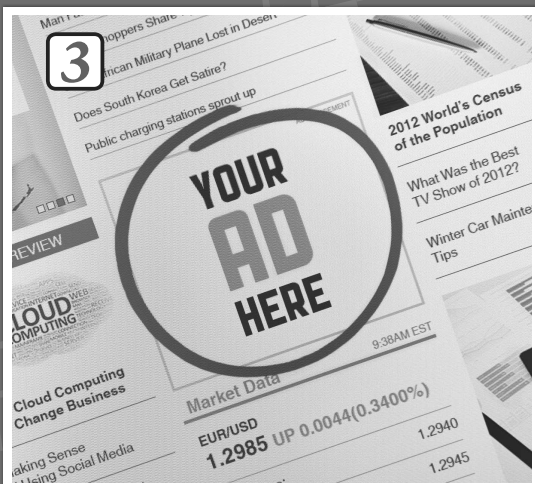




# ADS IN ENGLISH

**GIVE IT A TRY**

Listen and number the pictures.



Listen again. Then number and fill in the blanks.

### Word Box

common interests / to attract / bad habits /  
limited locations / anywhere / make money /  
applying for and posting / general public /  
make more purchases / work opportunities /  
public transportation / exchange them

- 2 Advertisements can be anywhere.  
Lots of common places are near public  
transportation, such as bus stops  
and train stations.
- 5 Business cards are a form of advertisement.  
People exchange them in order  
to stay in contact, develop their network,  
and find new work opportunities.
- 6 Not everything can have ads. Drugs,  
alcohol, and tobacco have limited  
locations to advertise. This prevents  
children and students from learning  
bad habits too early.
- 1 Many supermarkets and grocery stores  
use signs or posters to attract more  
shoppers to come in and make more  
purchases.
- 4 Classified ads are for the general  
public. They can be used for selling  
and looking for items, applying for  
and posting jobs, and meeting and  
finding friends.
- 3 Websites use ads to make money.  
Companies purchase space on websites  
to advertise to people with common  
interests.

### SPEAK UP

Answer the questions.

1. What is your favorite ad? What is it about?
2. What kind of ads do you hate? Why?
3. Where do you usually find or see ads?
4. How are ads good or bad for people?
5. Why do you think we have ads?

### MORE TO LEARN

#### Famous Advertising Slogans

<b>LG</b> <i>Life's good.</i>
<b>Philips</b> <i>Let's make things good.</i>
<b>Nissan</b> <i>Shift the Future</i>
<b>Nike</b> <i>Just do it.</i>
<b>Nokia</b> <i>Connecting People</i>
<b>M&amp;M</b> <i>Melts in your mouth, not in your hand.</i>
<b>Volvo</b> <i>Volvo for Life</i>
<b>Mentos</b> <i>Mentos, the Freshmaker!</i>
<b>Subway</b> <i>Subway. Eat fresh.</i> <i>The Way a Sandwich Should Be</i>
<b>McDonald's</b> <i>I'm lovin' it.</i> <i>Every Time A Good Time</i>



## Brand Image

Announcer: Are you tired of not being cool? Are you tired of people around you thinking that you are a loser?

Loser: Yes!

Announcer: Now introducing "I am not a loser" shirts! These shirts are **ideal**<sup>1</sup> for all of you who look like losers but **actually**<sup>2</sup> are not.

Loser: Cool!

Announcer: That's right! Now, for a **limited**<sup>3</sup> time you can prove that you are not a loser by wearing a shirt that says, "I am not a loser!" How cool is that ?

Loser: That's pretty cool!

Announcer: If someone is walking down the street and sees you and says, "Hey, you are a loser," you can simply point at your shirt and say, "No, I'm not a loser. Ha-ha!"

Loser: Ha-ha!

Announcer: There is only a limited **supply**<sup>4</sup> of these shirts left, so order now to **ensure**<sup>5</sup> that you are not a loser, and you'll have a cool shirt to prove it.

Loser: I'm not a loser. I'm going to buy that cool shirt.

Announcer: As you can see, this beautiful woman is not a loser and she is wearing our cool shirt. This proves that the shirt is not for losers.

Loser: She's beautiful!

Announcer: Other cool, beautiful people wear these shirts all the time.

Loser: I want that shirt!

Announcer: So why wait? Pick up the phone and call 222-NoLoser to order our shirt.

Loser: 222-NoLoser. Great!

Announcer: Your first choice for cool stuff is here at [iamnotaloser.com](http://iamnotaloser.com). Visit us.

Loser: This is my new favorite **brand**<sup>6</sup>!



## Language Notes

Synonym: ✓

1. **ideal** [aɪˈdiəl] *adj.* ✓ *perfect*  
I think Vivian is the ideal person for the job.
- \* 2. **actually** [ækˈtʃuəli] *adv.*  
You might think science is boring, but it's actually very interesting.
3. **limited** [ˈlɪmɪtɪd] *adj.*  
My knowledge of the business is limited.
4. **supply** [səˈplaɪ] *n.*  
Food supplies in the camp were already running out.
5. **ensure** [ɪnˈʃʊr] *v.*  
I arrived 50 minutes early to ensure I got a ticket for the train.
6. **brand** [brænd] *n.*  
What brand of juice do you like?

\* Represents GEPT elementary vocabulary

## CONVERSATION REVIEW

Listen and check the correct answer.  MP3 / 63

1. ☐ a. Looking for losers  
☒ b. Selling shirts  
☐ c. Walking down the street
2. ☒ a. As cool  
☐ b. As simple  
☐ c. As beautiful
3. ☐ a. All people who are beautiful  
☐ b. All people who seem cool  
☒ c. All people who look like losers
4. ☐ a. Find them on the street  
☒ b. Call the service number  
☐ c. Simply point them out
5. ☐ a. All the time  
☒ b. For a short time  
☐ c. Two days



UNIT  
8



## SUBORDINATING CONJUNCTION: AS

## Meaning "because" or "since"

I can't give you my hamburger as it's the only thing I have for lunch.

My sister often gets angry as she's an emotional person.

As you are here, we can start the party.

As the weather was fine, we decided to have a barbecue.

As it's raining again, they'll have to stay at home.

## A Circle the correct answer.

- ① ( As we / We ) can't go to the movie tonight ( as / , ) it's already too late.
- ② ( Ian / As Ian ) felt sick the whole day ( , / as ) he never left his apartment.
- ③ ( Pam and Erin / As Pam and Erin ) started cooking dinner ( as / , ) they didn't want to go out.
- ④ ( As Trent / Trent ) has been running for months ( as / , ) he wants to prepare for the race.
- ⑤ ( Russell / As Russell ) had a great game ( as , / ) the team celebrated with him afterwards.

## B Combine the sentences using "as".

- ① Irene is tired. She wants to take a nap before dinner.

As Irene is tired, she wants to take a nap before dinner.

- ② Karen won't go to school today. The weather is terrible.

Karen won't go to school today as the weather is terrible.

- ③ Martin doesn't know how to ride a bike. His friends tried to teach him.

As Martin doesn't know how to ride a bike, his friends tried to teach him.

- ④ The books were too heavy. The students couldn't carry them home.

As the books were too heavy, the students couldn't carry them home.

- ⑤ Sammy can't eat this sandwich. He's allergic to peanuts.

Sammy can't eat this sandwich as he's allergic to peanuts.

### Referencing two clauses occurring at or near the same time

The man becomes friendlier as he grows older.

Walter saw the thief as he was leaving the apartment.

Drew's father is talking to his mother as she does the dishes.

As the mail carrier was walking up to the house, the dogs barked loudly.

As Anne turned off the light, she heard a strange noise inside.

#### **A** Unscramble the sentences.

- ① he / airplane / Earl / off / as / the / saw / getting / friend / was / his

Earl saw his friend as he was getting off the airplane.

- ② driver, / As / the / the / wanted / stopped / officer / he / police / talk / to / to / car / the

As the police officer wanted to talk to the driver, he stopped the car.

- ③ Grace / was / milk / on / the / room / cleaning / As / floor, / spilled / the / the / she

As Grace spilled the milk on the floor, she was cleaning the room.

- ④ picnic / home / Our / we / have / decided / parents / got / as / to / a

Our parents decided to have a picnic as we got home.

- ⑤ Percy / won / boys / had / game / as / the / they / cheering / and / the / were

Percy and the boys were cheering as they had won the game.

#### **B** Rewrite the sentences using "as".

- ① We didn't go hiking yesterday because the weather was bad.

We didn't go hiking yesterday as the weather was bad.

- ② Hannah was laughing when she watched the movie.

Hannah was laughing as she watched the movie.

- ③ The actress stopped crying while the scene was ending.

The actress stopped crying as the scene was ending.

- ④ While the rats were running around, the little girls screamed.

As the rats were running around, the little girls screamed.

- ⑤ I started feeling sleepy at my desk when the art class continued.

I started feeling sleepy at my desk as the art class continued.

- ⑥ Since we are lost, we should ask someone for directions.

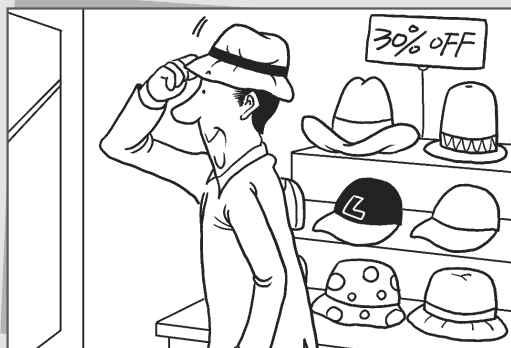
As we are lost, we should ask someone for directions.



## LISTENING TEST

**I 聽力測驗：看圖辨義** MP3 / 64  
請聽題目及三個選項，選出與圖案最相符的答案。

1. ☐ A  
☒ B  
☐ C



3. ☐ A  
☐ B  
☒ C



2. ☒ A  
☐ B  
☐ C



4. ☐ A  
☒ B  
☐ C



**II 聽力測驗：問答** MP3 / 65  
請聽問題，再從三個選項中選出一個最適合的答案。

1.   C   **A** Well, I don't like to just eat and run.   **B** I agree. It has some unique qualities.  
          **C** You're right. There's nothing special about it.
2.   A   **A** Great! Let's go to the gym this afternoon.  
          **B** What happened to your old bicycle?  
          **C** I thought you already had a membership.
3.   B   **A** I agree. The whole class was upset.  
          **B** I know. I've never seen the class that excited before.  
          **C** This is the second teacher they've fired.
4.   A   **A** That's a good idea. Just take it easy.   **B** Yes, I heard it is going to get chilly.  
          **C** Great! What time should I come over?
5.   C   **A** Don't you have time on the weekend? **B** I can lend you some running shoes.  
          **C** I think it helps if you exercise with someone.
6.   C   **A** I agree. Those little bugs are really disgusting.  
          **B** Well, I think you should reply to their letters.  
          **C** I know, and all that paper is such a waste, too.

## MP3 / 66

1. A    Ⓐ She has a cold.  
              Ⓑ She has a sore back.  
              Ⓒ She has a headache.

2. C    Ⓐ The air is not clean.  
              Ⓑ The sky is gray.  
              Ⓒ The weather is humid.






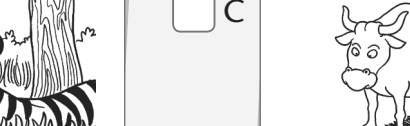
3. C    Ⓐ A household appliance  
              Ⓑ A fax machine  
              Ⓒ An electronic device

4. B    Ⓐ He wants to eat a cheap lunch.  
              Ⓑ He doesn't have much time for lunch.  
              Ⓒ He went there for lunch last time.

5. C    Ⓐ Make sure the food is tasty.  
              Ⓑ Cook for the party.  
              Ⓒ Ensure there is enough food.

6. C    Ⓐ It is too hot that time of year.  
              Ⓑ Too many people go on vacations at that time.  
              Ⓒ It is not an accepted practice by some people.

## MP3 / 67

<p>1. <input checked="" type="checkbox"/> A</p> 	<p><input type="checkbox"/> B</p> 	<p><input type="checkbox"/> C</p> 
<p>2. <input type="checkbox"/> A</p> 	<p><input checked="" type="checkbox"/> B</p> 	<p><input type="checkbox"/> C</p> 
<p>3. <input checked="" type="checkbox"/> A</p> 	<p><input type="checkbox"/> B</p> 	<p><input type="checkbox"/> C</p> 
<p>4. <input checked="" type="checkbox"/> A</p> 	<p><input type="checkbox"/> B</p> 	<p><input type="checkbox"/> C</p> 



## Advertising Showcase

Most television commercials today are brief advertising spots, ranging in length from a few seconds to several minutes. The effect of television commercials upon the viewing public has been very successful.

Let's look at some interesting ads together.

### *The New uPhone from Guava*

#### *A phone for your life*

The uPhone isn't only a phone. It's also a **connection**<sup>1</sup> to the world! With the uPhone, you can...

- Surf the Internet and play games online
- Watch movies and listen to music
- Take pictures and videos
- **Download**<sup>2</sup> new apps and books
- Share everything with your friends



### Live Ultra-Hot Hot Sauce

- **Fire up**<sup>3</sup> your taste buds with Live Ultra-Hot Hot Sauce, the hot sauce that is selling like hotcakes!
- Are you tired of **run-of-the-mill**<sup>4</sup> hot sauces? Then buy Live Ultra-Hot Hot Sauce!
- Live Ultra-Hot Hot Sauce has the hot and spicy taste that makes any dish taste great and Live Ultra-Hot Hot Sauce is good for your health.
- Whether you suffer from the flu, a cold, or nasal **congestion**<sup>5</sup>, one teaspoon of Live Ultra-Hot Hot Sauce will clear up those clogged passages and help you breathe easier.



### NO SWEAT WORKOUT GEAR



- No Sweat Workout **Gear**<sup>6</sup> is specially designed to move sweat and **moisture**<sup>7</sup> away from your body.
- Made from a lightweight fabric that dries quickly, No Sweat Workout clothes are functional and fashionable.
- No Sweat Workout Gear is so comfy that you can wear it when you work out at the gym or **chill out**<sup>8</sup> at home.
- You'll never feel hot and sweaty again when you exercise!
- No Sweat Workout Gear—the coolest workout clothes on the planet!

Take a closer look the next time you watch TV. You might find some ads very interesting.

## Language Notes

Synonym: ✔

1. **connection** [kəˈnekʃən] *n.*  
This restaurant offers free connection to the Internet.
2. **download** [ˈdaʊn.ləd] *v.*  
I downloaded the new game from the Internet.
3. **fire up** *phr.*  
The singer fired up the audience with an exciting song.
4. **run-of-the-mill** [ˌrʌnəvðəˈmɪl] *adj.*  
That was a run-of-the-mill performance. We shouldn't have spent so much money watching it.
5. **congestion** [kənˈdʒestʃən] *n.*  
I've been suffering from nasal congestion for a week.
6. **gear** [ɡɪr] *n.*  
It's cloudy outside. Bring your rain gear with you.
7. **moisture** [ˈmɔɪstʃə] *n.*  
Early in the morning, you can see the moisture on the plants.
8. **chill out** *phr.* ✔ *relax*  
I plan to chill out at home this weekend.

## READING REVIEW

Check the correct answer.

1. According to the writer, how long are most commercials?
 

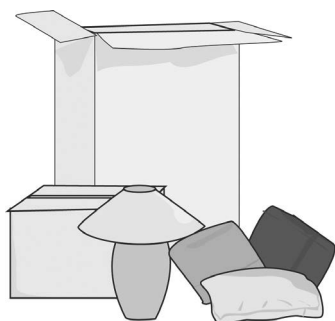
<input checked="" type="checkbox"/> a. They vary in length.	<input type="checkbox"/> b. They are only a few seconds.
<input type="checkbox"/> c. They are several minutes.	<input type="checkbox"/> d. They are several hours.
2. The uPhone can be used to do all of the following except \_\_\_\_\_.
 

<input type="checkbox"/> a. watch movies	<input checked="" type="checkbox"/> b. turn on the TV
<input type="checkbox"/> c. surf the Internet	<input type="checkbox"/> d. take photos
3. Ultra-Hot Hot Sauce \_\_\_\_\_.
 

<input type="checkbox"/> a. tastes like hotcakes	<input type="checkbox"/> b. is run-of-the-mill
<input checked="" type="checkbox"/> c. is better than normal	<input type="checkbox"/> d. is not good for your health
4. No Sweat Workout Gear is specially designed to help people \_\_\_\_\_.
 

<input type="checkbox"/> a. gain energy	<input type="checkbox"/> b. lose weight
<input type="checkbox"/> c. get wet	<input checked="" type="checkbox"/> d. remove sweat
5. Which statement is true?
 

<input checked="" type="checkbox"/> a. No Sweat Workout Gear is made from a lightweight fabric.
<input type="checkbox"/> b. Ultra-Hot Hot Sauce helps people to sweat.
<input type="checkbox"/> c. The uPhone can be used as a TV remote control.
<input type="checkbox"/> d. Most TV commercials haven't been very successful since then.



## MOVING SALE ADS





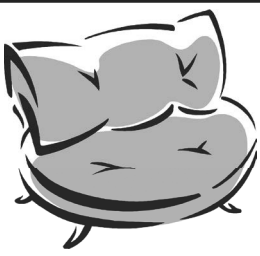

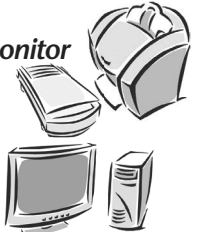


*Large moving sale! Many items available!*

*Come, look, pay, and take them away! Don't wait any longer!*

All prices are negotiable. We are leaving in December, so most items are available now!





Please e-mail Charlotte at [cgrainger121@woohoo.com](mailto:cgrainger121@woohoo.com)

or call 0951-129-302 after six p.m. weekdays or weekends.

<b>2 coolers</b> (2 years old) NT\$ <b>300</b> each 	<b>1 DVD player with surround-sound speakers</b> NT\$ <b>1,000</b> 	<b>1 DVD RECORDER</b> (2 months old) NT\$ <b>1,500</b> 
 <b>A pair of 3-seat couches</b> NT\$ <b>1,000</b> each	 <b>1 big couch</b> NT\$ <b>500</b>	<b>1 dining room set</b> (1 table and 4 chairs)  NT\$ <b>1,600</b>
<b>1 computer</b> <b>1 flat screen monitor</b> <b>1 scanner</b> <b>1 printer</b> NT\$ <b>4,000</b> 	<b>1 double bed with a mattress</b> NT\$ <b>1,500</b> 	<b>1 standing electric fan</b> NT\$ <b>400</b> 

### GIVE IT A TRY

Make your own moving sale list. (Answers will vary.)

 <b>1 Laptop computer with lots of software</b> NT\$8,000 _____ _____	 <b>1 Flat screen TV</b> NT\$3,000 _____ _____
 <b>1 Giant bicycle</b> NT\$2,000 _____ _____	 <b>1 Air-conditioner</b> NT\$2,500 _____ _____



# I 閱讀能力測驗：詞彙與結構

請依照題意選出最適合的答案。

<p><u>C</u> 1. People think we're sisters, but _____ we're cousins.</p> <p>Ⓐ wrongly      Ⓑ normally Ⓒ actually      Ⓓ occasionally</p>	<p><u>B</u> 5. I can't exercise today. I forgot my workout _____ at home.</p> <p>Ⓐ tools      Ⓑ gear Ⓒ board      Ⓓ watch</p>
<p><u>B</u> 2. Let's just _____ out and take it easy tonight.</p> <p>Ⓐ cancel      Ⓑ chill Ⓒ relax      Ⓓ lay</p>	<p><u>A</u> 6. This band always gets the crowd fired _____. It's very popular.</p> <p>Ⓐ up      Ⓑ over Ⓒ in      Ⓓ around</p>
<p><u>C</u> 3. Dan's parents' divorce had a big _____ on him.</p> <p>Ⓐ touch      Ⓑ support Ⓒ effect      Ⓓ response</p>	<p><u>D</u> 7. I have a headache, fever, and nasal _____. I guess I have a cold.</p> <p>Ⓐ confusion      Ⓑ collection Ⓒ control      Ⓓ congestion</p>
<p><u>A</u> 4. It's just a run-of-the-_____ hamburger, nothing special.</p> <p>Ⓐ mill      Ⓑ type Ⓒ place      Ⓓ kind</p>	<p><u>C</u> 8. I have no _____ to look for another job. The salary is good enough for me.</p> <p>Ⓐ complication      Ⓑ connection Ⓒ motivation      Ⓓ reaction</p>

# II 閱讀能力測驗：克漏字填空

請從四個選項中選出一個最適合的字詞填入空格中。

Are you tired of people always calling you a loser? Well, right now for a ① time only, you can buy your very own "I am not a loser!" T-shirt. How cool is that? These shirts are ② for people who look like losers, but really aren't. So, the next time you are walking down the street and somebody points at you and says, "Hey, you're a loser!" you can ③ point at your T-shirt and say, "No, I'm not a loser. Ha-ha!" This new ④ is selling fast. To ⑤ you get a T-shirt before the ⑥ runs out, call 222-NoLoser now! You won't be sorry.

- |  |   |
|--|---|
| <u>C</u> 1. Ⓐ quick      Ⓑ fast<br>Ⓒ limited      Ⓓ lucky      | <u>D</u> 4. Ⓐ taste      Ⓑ bundle<br>Ⓒ kind      Ⓓ brand  |
| <u>A</u> 2. Ⓐ ideal      Ⓑ told<br>Ⓒ reliable      Ⓓ ready     | <u>A</u> 5. Ⓐ ensure      Ⓑ deny<br>Ⓒ employ      Ⓓ upset |
| <u>B</u> 3. Ⓐ usually      Ⓑ simply<br>Ⓒ dearly      Ⓓ cheaply | <u>C</u> 6. Ⓐ number      Ⓑ line<br>Ⓒ supply      Ⓓ order |

**閱讀能力測驗：閱讀理解**  
請依照文意選出最適合的答案。

**A** I love the ads on TV right now, especially the one advertising the uPhone and the one about Live Ultra-Hot Hot Sauce. I didn't know living my life could be so much easier and more convenient until I saw the new phone ad. I can surf the Internet, take videos, download books, and even share everything with my friends. Buying this phone will be the best decision this year! I'm also ready to try Live Ultra-Hot Hot Sauce. I'm so tired of these run-of-the-mill hot sauces that don't get my taste buds fired up. I'm ready to try something new and exciting! If you don't have a favorite ad on TV, take a closer look. I'm sure you'll find what you're looking for soon!

**D** 1. Which of the following can the writer NOT do with a uPhone?

- A** Take videos      **B** Download books  
**C** Share photos with friends      **D** Pay bills

  A   2. Which of the following is the writer tired of?

- Ⓐ Boring hot sauces      Ⓑ Expensive hot sauces  
Ⓒ Fired-up taste buds      Ⓓ Buying a new uPhone

  A   3. How will the writer's life change after getting a uPhone?

- Ⓐ It will not be as difficult as before.      Ⓑ It will be more boring.  
 Ⓒ It will not be as easy as before.      Ⓓ It will be less convenient.

**Lyndon High School  
Car Wash**



- *Friday, November 15<sup>th</sup>*
- *1 p.m. to 5 p.m. at Lyndon Church parking lot*
- *Get your car washed by our students for only five bucks!*
- *Money goes to buying new stationery for our school.*

A 1. Where will the car wash take place?

- A** At a place where people pray  
**B** At a place where people eat  
**C** At a place where people exercise  
**D** At a place where people shop

C 2. What will the students buy with the money?

- A** They will buy food.
- B** They will buy clothing.
- C** They will buy pens and pencils.
- D** They will buy toys.



## I 寫作能力測驗：單句寫作

請將標準答案完整地寫出，包括提示之文字及標點符號。

### A 句子改寫 請依題目之提示，將原句改寫成指定型式，並將改寫的句子完整地寫出。

1. The match was easy for him because he was a really good tennis player.

As he was a really good tennis player, the match was easy for him.

2. I finished reading this book while she was talking.

As she was talking, I finished reading this book.

### B 句子合併 請依照題目指示，將兩句合併成一句，並將合併的句子完整地寫出。

1. It started to rain.

We were playing basketball at the park. (用as合併)

As we were playing basketball at the park, it started to rain.  
/ It started to rain as we were playing basketball at the park.

2. Oliver doesn't drink coffee.

Coffee makes him nervous. (用as合併)

Oliver doesn't drink coffee as it makes him nervous.

### C 重組 請將題目中所有提示字詞整合成一有意義的句子，並將重組的句子完整地寫出。

1. Caroline burned her hand as she was ironing her clothes.

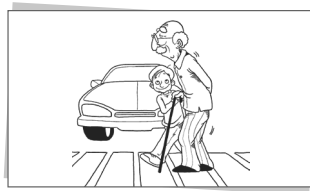
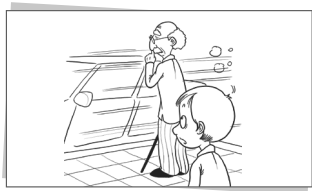
clothes / her / hand / as / she / was / Caroline / ironing / her / burned

2. As Jay didn't have any money, he couldn't buy any Christmas presents.

Jay / buy / have / As / he / any / Christmas / didn't / presents / couldn't / money, / any

## II 寫作能力測驗：段落寫作

題目：還記得你前天幫老爺爺過馬路嗎？和藹的老爺爺還謝謝你幫了他一個大忙。請根據這些圖片寫一篇約 50 字的記敘短文。



Sample Answer:

The day before yesterday, an old man was waiting to cross a very busy  
street. He was holding a cane and wearing glasses. I saw the old man  
and decided to help him. I took the man's arm and helped him to cross  
the road safely. The old man was grateful to me for helping him.