

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Part 1**  
**Vocabulary**

**Circle the best answer to complete each sentence.**

1. The world's oldest university was \_\_\_\_ in the year 859 in Fes, Morocco.  
A) highlighted  
B) acknowledged  
C) founded
2. Many consumers \_\_\_\_ a product because they recognize the brand.  
A) found  
B) purchase  
C) highlight
3. Susan's ultimate \_\_\_\_ is to obtain her Master's degree in Business Administration.  
A) highlight  
B) goal  
C) purchase
4. The president \_\_\_\_ Hugo's hard work by promoting him to a senior sales position.  
A) acknowledged  
B) purchased  
C) highlighted
5. Tokyo is a(n) \_\_\_\_ city with a population of about 38 million people.  
A) positive  
B) enormous  
C) minor
6. Be sure to \_\_\_\_ your academic achievements in your resume.  
A) highlight  
B) goal  
C) acknowledge

**Circle the correct word form to complete each sentence.**

7. The company made an official \_\_\_\_ that their product had caused the accident.  
A) acknowledge  
B) acknowledged  
C) acknowledgement
8. It took several days for people to realize the \_\_\_\_ of the damage caused by the earthquake.  
A) enormous  
B) enormity  
C) enormously
9. Bill Gates left Harvard University in 1975 to \_\_\_\_ his company, Microsoft.  
A) found  
B) founded  
C) founder
10. A house is usually the most expensive \_\_\_\_ a person will ever make.  
A) purchase  
B) purchases  
C) purchaser

**Use five of the words in the box to complete the sentences.**

acknowledge	enormously	found	goal
highlight	minor	positive	purchase

11. Gisele did all sorts of \_\_\_\_\_ jobs before she returned to college to complete her Bachelor's degree.
12. After Tarik quit smoking, he noticed the \_\_\_\_\_ effects on his body very quickly.
13. Technology companies such as Apple, Google, and Facebook have become \_\_\_\_\_ successful over the past decade.
14. The \_\_\_\_\_ of Neil Armstrong's career was walking on the moon in July, 1969.
15. We finally had to \_\_\_\_\_ that Doug was the wrong person for the job.

**Part 2**  
**Listening**

**Listen to the lecture. Then circle the best answer to complete each sentence.**

16. What is another word for a slogan?  
A) Concept  
B) Tagline  
C) Logo
17. What is a slogan meant to express?  
A) A word or phrase  
B) A goal or concept  
C) A product or service
18. What was the aim of Nike's "Just do it" slogan?  
A) To inspire and motivate people to get out and exercise  
B) To overtake Reebok, the major competition  
C) To give Nike's global brand a huge boost
19. Why did milk sales decline by the 1960s?  
A) People were tired of milk.  
B) People didn't understand the health benefits of milk.  
C) People started drinking soda instead of milk.
20. Why was the Pepsi slogan unsuccessful in China?  
A) Chinese people didn't like the taste of Pepsi soda.  
B) The slogan had in different meaning in the Chinese language.  
C) Chinese people didn't understand the meaning of the slogan.

**Listen to the lecture again. Circle the correct answer.**

21. Which of the following includes a signpost phrase that introduces the topic?  
A) Today, I'm going to talk about what makes a successful slogan.  
B) As you know, a slogan is a word or phrase that expresses the goal or concept of a company's product or service.
22. Which of the following includes a signpost phrase that moves on to a new topic?  
A) It's considered one of the best slogans of the 20<sup>th</sup> century.  
B) Now, let's look at another successful slogan that aimed to change people's behavior.

23. Which of the following includes a signpost phrase that gives an example?
- A) A good example is the “Got milk?” slogan.
  - B) The marketing strategies of soda companies such as Coca Cola and Pepsi were very effective.
24. Which of the following includes a signpost phrase that emphasizes a point?
- A) The shorter, slangy version of the question was modern, and consumers *got* it.
  - B) In fact, the campaign completely changed the way consumers thought about milk.
25. Which of the following includes a signpost phrase that adds a point?
- A) However, the dairy industry had to acknowledge that this approach no longer worked.
  - B) Also, consumers didn’t want to be lectured on the positive health benefits of milk.

**Read the passage. Circle the correct signpost phrase in each pair.**

26. (One important point is / Let’s begin with) the purpose of slogans. What makes a good slogan? 27. (First of all / For example), a slogan has to stay in the mind of the consumer. 28. (In fact / Also), a slogan has to give the consumer a positive feeling about the company and the product. 29. (For example / Secondly), a slogan might suggest that the product is high-quality and trustworthy or delicious and nutritious. 30. (In fact / Finally), the product is so good, you *must have it now*!

### **Part 3**

#### **Speaking**

**Write notes for a 30-second speech about a slogan. Include signpost phrases. Then present your speech to the class.**

- What product or service is the slogan for?
- What does the slogan mean?
- Is the slogan successful? Why or why not?