

## Prefixes

3 a Look at these words using the prefixes *in-, im-, ir-, il-, un-, dis-, mis-, sub-, under- and over-* and answer the questions that follow.

- inexpensive • imperfect • irreplaceable
- unaffordable • illogical • dishonest • misjudge
- substandard • underestimate • overspend

- 1 How do the prefixes change the meaning of the words?
- 2 Which consonants usually follow *in-, ir-, il-, and in-*?
- 3 What is the difference in meaning between prefixes *un-, dis-, mis-*?

b. Form as many new words as you can from the words below using the prefixes from Ex. 3a.

- experienced • human • worked • sold
- conscious • valued • normal • valuable
- mature • rational • loaded • like • legible
- cook • developed • look • use • charge
- fund • dress • line

## Collocations

4 a. Match the pairs of adjectives to the nouns to form collocations.

A

- 1 buyer's/flea
- 2 bestselling/household
- 3 celebrity/government
- 4 aggressive/effective
- 5 subliminal/coded
- 6 pop/religious

B

- a endorsements
- b icons
- c messages
- d market
- e products
- f marketing

b. Fill in the gaps with one of the words provided.

- shopping • advertising • money • cash

- 1 ..... problems/laundry/management
- 2 ..... mall/facilities/spree
- 3 ..... point/desk/flow
- 4 ..... company/campaign/standards

c. Now use some of the collocations from Ex. 4a and 4b to complete the sentences below. If necessary, use your dictionary to help you. Use the remaining collocations in sentences of your own.

- 1 Many young people believe that ..... are true to life. They think the stars promoting the products actually use them.

- 2 With so many houses up for sale, prices keep decreasing. It's definitely a(n) .....
- 3 Several high-ranking officials have been accused of ..... and involvement in organised crime.
- 4 Lady Gaga and Avici are just two of many ... that are revered by today's teens.
- 5 ..... are a particularly effective form of advertising as the viewer is unaware they are even seeing it.

5 a. Tick (✓) the boxes to form phrases.

Set up	Launch	Make	Do	
				a chain of shops
				cutbacks
				the weekly shopping
				business
				a deal
				an agency
				the bookkeeping
				a company
				a campaign
				a fortune
				a branch
				a product

b. In pairs, use the phrases in sentences. Can you think of one more phrase or expression to go under each heading?

