

**ACTIVITY 7. 12nd OF JANUARY OF 2023**

**PRESENT PERFECT**

* Can you explain when do we use Present Perfect?Present Perfect is used to describe events that have happened in the past but are still relevant in the present.
* Give an example:
* He has already finished his homework
* Which is the difference between PRESENT PERFECT and PAST SIMPLE?The Past Simple is used to describe events that have already happened, while the Present Perfect is used to describe events that have happened in the past but are still relevant in the present.

**PRESENT PERFECT - PAST SIMPLE**

* 'This is my house.' 'How long have you lived here?' 'I \_\_lived\_\_\_\_\_\_\_\_\_\_ (live) here since 1997.'
* He lived in London for two years and then he \_\_\_\_wend\_\_\_\_\_\_\_\_ (go) to Edinburgh.
* When I left school, I cut my hair and \_\_\_\_\_\_worn\_\_\_\_\_\_ (wear) it short ever since.
* Shakespeare \_\_\_\_\_wrote\_\_\_\_\_\_\_ (write) a lot of plays.
* My brother \_\_\_\_\_\_written\_\_\_\_\_\_ (write) several plays. He has just finished his latest.
* I \_\_\_\_\_seen\_\_\_\_\_\_\_ (not see) him for three years. I wonder where he is.
* He \_\_\_\_\_\_hans’t\_\_\_\_\_\_ (not smoke) for two weeks. He is trying to give it up.
* Chopin \_\_\_\_\_\_\_composed\_\_\_\_\_ (compose) some of his music in Majorca.
* 'When \_\_\_\_\_did he arrive\_\_\_\_\_\_\_ (he/arrive)?' 'He arrived at 2 o'clock.'
* I read his books when I was at school. I \_\_\_\_\_\_\_\_\_\_\_\_ (enjoy) them very much.
* I can't go out because I \_\_\_\_\_\_\_\_\_\_\_\_ (not finish) my work yet.
* 'I \_\_\_\_\_\_\_\_\_\_\_\_ (never/drink) whiskey.' 'Well, have some now!'
* Here are your shoes. I \_\_\_\_\_\_\_\_\_\_\_\_ (just/clean) them.
* I left home at 8.00a.m. and I \_\_\_\_\_\_\_\_\_\_\_\_ (get) here at 12.00p.m.
* I \_\_\_\_\_\_\_\_\_\_\_\_ (meet) him last June.
* \_\_\_\_\_\_\_\_\_\_\_\_ (you/see) the moon last night?
* Cervantes \_\_\_\_\_\_\_\_\_\_\_\_ (write) Don Quixote
* He \_\_\_\_\_\_\_\_\_\_\_\_ (break) his leg in a skiing accident last year.

**PAST PERFECT**

1. When I arrived at the cinema, the film \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (start).
2. She \_\_\_\_\_\_\_\_\_\_ (live) in China before she went to Thailand.
3. After they \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ (eat) the shellfish, they began to feel sick.
4. If you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (listen) to me, you would have got the job.
5. Julie didn't arrive until after I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (leave).
6. When we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (finish) dinner, we went out.
7. The garden was dead because it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (be) dry all summer.
8. He \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (meet) her before somewhere.
9. We were late for the plane because we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (forgot) our passports.
10. She told me that she \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (study) a lot before the exam.

**PAST PERFECT – SIMPLE PAST**

1. The grass \_\_\_\_\_\_\_\_\_\_\_ (be) yellow because it \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ (not / rain) all summer.
2. The lights \_\_\_\_ \_\_\_\_\_\_\_ (go) off because we \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ (not / pay) the electricity bill.
3. The children \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ (not / do) their homework, so they \_\_\_\_\_\_\_\_\_\_\_ (be) in trouble.
4. They \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / eat) so we \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (go) to a restaurant.
5. We \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (can not) go into the concert because we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / bring) our tickets.
6. She \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (say) that she \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / visit) the UK before.
7. Julie and Anne \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / meet) before the party.
8. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / have) breakfast when he \_\_\_\_\_\_\_\_\_\_\_\_\_ (arrive).
9. He \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / use) email before, so I \_\_\_\_\_\_\_\_\_\_\_ (show) him how to use it.
10. You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not / study) for the test, so you \_\_\_\_\_\_\_\_\_\_\_\_ (were) very nervous.

**DESCRIBING A WEBSITE**

1. Design
2. Navigation
3. Ease of use
4. Accuracy
5. Up to date
6. Helpful graphics
7. Compatibility

**ADVERTISING**

* Open INSTAGRAM – Check the stories - Every how many stories, one is an advertisement?
* Do you pay attention to the advertisements?
* What kind of ads appear?

**READING**

**THE EFFECTS OF ADVERTISEMENTS**

Adverts are everywhere. No one can really avoid them in the modern world. It is what is driving consumerism and what is making people update their phones every year even though they don’t need to. Advertisers are master manipulators. They play with your mind and take advantage of your vulnerability to make money. They can convince nearly anyone.

The scary part is that they are all around us and we sometimes don’t even realize. On our televisions, YouTube videos, websites, Spotify, billboards, at train stations… I could go on and on but I’m not going to bore you.

Without realizing they have managed to brainwash the world. We think everything is normal. We have become completely oblivious to the effects that advertising has on us.

Negatives Effects of Advertising:

1. Promotes consumerism

We are always told to buy new clothes, that girls need to wear makeup if they want to be pretty and that you can’t be ‘cool’ without having the latest iPhone. Adverts have taught us these habits and many more because it keeps us buying more and keeps companies rich. They are changing the way we think.

2. Encourages you to spend money for no reason

Many companies convince you to think that you need their useless product even though the reality is, it wouldn’t make any significant difference in your life.

Think about it this way. For so many years you were able to live without their product. People think that buying all this to make themselves happier. The old saying ‘money doesn’t buy happiness’ is true in this case.

3. Buying more stuff is bad for the planet

Consumerism is also causing massive environmental destruction.

4. Affects children

Companies have started advertising directly to children and teens. Through the influence of advertisements, teenagers buy into the culture of letting other people decide the attitudes they develop, the clothes they wear, the foods they eat, how they behave, and how they treat other people. Advertising influences teenagers easily because adolescence is a critical stage in the development of identity as well as personal ideals and values. Teenagers behave in ways that increase chances of acceptance and validation among their peers.

5. Use of stereotypes

Most times, they enforce stereotypes in the hopes to make more people relate. For example, most beauty products are marketed towards women because they know women use these products more. But these stereotypes are stopping society from moving forward.

They are telling us what we need to do to fit in. Many adverts promote gender stereotypes which is something that society is trying hard to get rid of.

But if you grow up seeing these everywhere and it’s the only thing you know, that’s how you will be when you’re older. Before, we could limit our exposure to them, but since everything has become digital and even children are in possession of phones, there’s truly no escaping.

Not to mention how they can even be offensive to some people who have decided to go against these social norms.

Now that you know the negative effects of advertising on society, let’s see if there is anything good about them.

While there are a few positive outcomes from advertisements, the list is short. The most obvious positive is that they inform us. Either of new products or inform us about social and environmental issues. They can keep us up to date (although this is not always a good thing).

Also, there are people who get paid to do this. It’s the biggest source of money for TV shows, websites, blogs, and other kinds of media. All these can stay free for the user as long as they show adverts.

This is why they are everywhere.

Adverts empty your bank accounts for something that will not make you happy. When it comes down to it, it’s all about money. While they allow creators and businesses to make money, in my opinion, the amount of adverts that we are constantly bombarded with, is not good for ourselves, our mental health, or the environment.

Adverts are unescapable. It’s impossible to avoid them unless you go live in a forest. But you can try your best to ignore them and not pay any attention to them. Don’t believe everything that you are told. If it looks too good to be true, it probably is.

1. We are always aware when we receive advertising
   1. TRUE
   2. FALSE
2. Adverts don’t teach us habits
   1. TRUE
   2. FALSE
3. How adverts are affecting children and teens?
4. Look for an advert that shows gender or ethnical stereotypes.

**Do you think are we overexposed to advertisements?**

**Listening – AIR JORDAN**

1. Which was the most popular shoes’ brand in basketball?
   1. Adidas
   2. Converse
   3. Nike
2. What kind of shoes was NIKE doing in the early 80’s?
   1. Track
   2. Socker
   3. Basketball
3. Who forced Michael to work with Nike?
   1. His mother
   2. His representant
   3. His father
   4. His parents
4. Why did AIR JORDAN receive this name?
5. How much money did NIKE sell with AIR JORDAN shoes the first year?
   1. 1 million
   2. 3 million
   3. 126 million
6. Why were the AIR JORDAN that popular?
7. Then… is it the product or is it the person promoting the product?