English Vocabulary in use elementary

# 1: The family

## A: Family Words

A Family tree for some of Anne and Ivan Sorokin’s relatives or relations.

Ivan and Anne and their children.

Ivan is Anne’s husband and Keren and Jack’s father.

Anne is Ivan’s wife and Karen and Jack’s mother.

Anne and Ivan are Karen and Jack’s parents.

Keren is Anne and Ivan’s daughter. Jack is their son.

Keren is Jack’s sister. Jack is Keren’s brother.

Henry and Diana

Henry is Karen and Jack’s grandfather. Diana is their grandmother.

Henry and Diana are Karen and Jack’s grandparents.

Karen is Henry and Diana’s granddaughter. Jack is their grandson.

Amelia, George and Meena.

George is Karen and Jack’s uncle.

Amelia and Meena are Karen and Jack’s, aunts.

Karen is Amelia, George and Meena’s niece. Jack is their nephew.

Kavita and Ravi are Karen and Jack’s cousins.

## Expressions

Have you got any brothers and sisters?

No, I am an only child.

Do you come from a big family?

Yes, I have three brothers and two sisters

### Common mistakes

We say ‘my/his wife’ (singular) but ‘our/their wives’ (plural).

# 2. Birth, marriage and death

## A: Birth

Anna had a baby yesterday.

He was born at 1.15 yesterday morning.

He weighed 3 kilograms.

They are going to call him john –after John, his grandfather. His grandfather’s birthday is June 16th too-but he was born in 1957!

The baby’s parents were born in 1986.

### Common mistakes.

Anna had a baby [Not Anna got a baby]

He/She was born [Not He/She born or He/ She is born]

## B: Marriage

If you don’t have a partner, you are single.

If you have a husband or wife, you are married.

If your husband or wife dies, you are widowed.

If your marriage breaks up, you are separated / divorced.

[the marriage has legally ended]

Harry and Sarah got married.

They (got) married in 2001.

(Married without got is more formal)

They went on their honeymoon to Italy.

They were married for 15 years.

### Common mistakes

Sarah got married to Harry [Not with Harry]

## C: Death

Then Harry become ill.

He died last year.

He died of a heart attack.

### Common mistakes

Harry is dead [not Harry is died of Harry is death].

# 3: Parts of the body

## A: Head and Face

Mouth

Hair

Eye

Nose

Tooth

Teeth

Ear

Lip

Neck

## B: Arm and leg

Shoulder

Nail

Thumb

Finger

Hand

Arm

Leg

Knee

Foot

Feet

Toe

## C: Rest of body

Chest

Side

Stomach

Back

Waist

Hip

We have skin covering our bodies.

## D: Inside the body

Heart

Brain

Blood

## E: Pronunciation problem

Eye

Knee

Stomach

Heart

Blood

Foot

Tooth

## F: Singular and plurals

One foot – two feet

On tooth – two teeth

Hair is a singular word. My hair is very long – I must cut it soon.

### Common mistakes

Usually we use my, your, his, her, etc. with parts of the boody.

Katie is washing her hair [Not Jane is washing the hair]. I have a pain in my leg [Not I have a pain in the leg].

(See Unit 6: Health and illness)

# 4: Clothes

## A: Clothes

Hat

Coat

Jacket

Scarf

Gloves

Shoes

Trainers

Boots

Suit

Socks

T-shirt

Watch

Shirt

Dress

Ring

Belt

Tie

Sweater

Jumper

## B: Plural words

These words are always plural in English. They need a plural verb.

Trousers

Jeans

Tights

Glasses

Pyjamas

My suit is new but these trousers are old. Her jeans/ shorts/ tights are blue.

Note: You say: a pair of trousers/ shorts/ glasses, etc.

## C: verbs

You wear clothes but you carry things.

You wear glasses.

Naomi is wearing a long blue coat.

She’s carrying a suitcase and a handbag.

You can also say: Naomi has (got) a blue coat on.

You carry a bag and an umbrella.

In the morning, you get dressed or put your clothes on. At night you get undressed or take your clothes off.

### Common mistakes

You put clothes on but you take clothes off [Not put clothes off].

### Tip

When you get dressed in the morning, say to yourself now I’m putting on my shoes and so on]

# 5 Describing people

## A: Height and weight

Betting Schwenke is a very tall woman.

Tom Jakes is quite short.

If you aren’t tall or short, you are of medium height

Agata Sanches is really slim.

I was very thin when I was in hospital.

[slim is more polite then thin]

The doctor said I am overweight. [weight too much]

Their car is very fat. It needs to go on a diet.

## B: Face and head

Suri has dark skin and dark hair. She has brown eyes.

Polly has blonde (or fair) hair and fair skin. She has blue eyes.

Ben has a beard and long hair. He has green eyes.

Luca has a moustache and short hair.

You can also use has got, for example, Suri has got.

Dark hair and dark skin.

My mother is a very beautiful woman. [very pretty]

My dad’s a very good-looking man.

### Common mistakes

People are tall [Not people are high]

People have blonde or dark hair [Not hairs]

My sister is pretty. (Usually girls / women only)

Bob’s an ugly man. [Ugly = the opposite of beautiful or good-looking]

I’m not ugly or beautiful, I’m just average-looking!

## C: Age

My grandmother is 97. She’s very old. My sister is 14. She’s young, but would like to be older. My father is 56. He’s middle-aged, but would like to be younger!

This hospital is for elderly people. (more polite then old)

## D: Expressions

A: How tall is Bettina / Tom? B: She’s 1.85 meters tall. /He’s 1.48 meters tall.

A: How heavy are you? / How much do you weight? B: I Weight 63 kilos/ 74 Kilos, etc.

A: How old is he? B: He’s 84.

A: What does Gemma/ your sister look like?

B: She’s tall and dark. She’s very pretty.

### Tip

Some of the words on this page are a little negative, so be careful how you use them. It’s better not to say to someone: ‘You are fat/ thin/ ugly/ old.’

# 6: Heath and illness

## A: How are you today?

I’m very well, thanks.

I’m fine, thanks.

I don’t feel very well. I must go home and rest. (I’ll probably be Ok tomorrow.)

I feel ill. Can you get a doctor, please? (Perhaps it’s a serious problem.)

That fish was bad. I think I’m going to be sick! (I want to vomit.)

## B: Everyday problems

Have you got an aspirin? I’ve got a headache.

I’ve got toothache. I need to go to the dentist.

I’m going to bed with a hot drink. I’ve got a cold.

## C: Problems people have for many years / all their lives.

I get hay fever every summer, from flowers and grass. I sneeze all day.

My little brother has asthma; Sometimes he can’t breathe.

## D: Illness in hot/ tropical countries

In some countries, mosquitoes can give people malaria.

The drinking water was bad, and many children had cholera.

## E: Serious illnesses

Every year cancer kills may people who smoke.

My father went to hospital when he had a heart attack/

### Common mistakes

My father had a heart attack [Not got a heart attack]

## F: Expressions

A: Do you have a healthy diet?

B: Yes, I eat lots of fruit and vegetables.

A: Do you exercise?

B: Yes, I like swimming, jogging and cycling. They’re really good for you.

A: I feel Stressed!

B: Do you? You need to relax more and don’t panic about work!

# 7 Feelings

## A: Love, like and hare

Love

Like

Don’t like

Hate

I love my family and my best friend.

I like my job.

I don’t like horror films.

I hate spiders.

## B: Happy, sad and tired

Happy

Sad

Angry

Upset

Cold

Hot

Thirsty

Hungry

Well

Ill

Tired

Surprised

### Common mistakes

I am very happy about your news [Not I am very happy for your news]. But you did very well in your exam- I’m happy for you.

## C: Prefer, hope and want

I prefer coffee to tea. (= I like coffee more than I like tea.)

I hope to do well in my exam.

I hope (that) my friend does well in his exam.

I want a new car. [I would like]

### I want to buy a new car.

Not: I want my mother to buy a new car

### Common mistakes

I want you to help me [Not I want that you help me].

## D: expressions

A: Do you like football?

B: Yes, I really like football/ it.| No, I don’t like football/ it.

A: How’s your grandmother?

B: He’s very well, thanks.

A: And how about your grandmother?

B: She’s a bit / a little tired.

### Common mistakes

[Not I very like football/ it. Or I like very much football / it.]

### Over to you

When did you last feel

1. Surprised 2.Hungry 3.Tired 4.Angry

I felt surprised yesterday when I saw the news.

# 8 Conversations 1: Greetings and wishes

## A: Every day

Good morning

Good afternoon

Good evening

A: Hello

B: Hi

A: How are you?

B: Fine, thanks. And you?

A: Not too bad, thanks.

When we leave someone we usually say goodbye and also perhaps See you soon! See you soon is quite informal.

When someone goes to bed, we usually say Goodnight. We sometimes also say sleep well.

Don’t say goodnight when you arrive somewhere, only when you leave.

If you ask for something you usually say Please.

If someone does something nice for you, you say Thanks or Cheers (Informal).

Cheers!

Excuse me!

Sorry!

Bless you!

## B: Special days

|  |  |
| --- | --- |
| When | You say |
| It’s someone birthday | Happy birthday! |
| It’s Christmas | Happy/ Merry Christmas! |
| It’s new year’s day | Happy New Year! |
| Someone is doing something difficult, e.g. taking an exam or having an interview for a job | Good luck! |
| Someone has done something special, e.g. done well in an exam or had a baby. | Congratulations! Well Done! |

### Common mistakes

When it’s someone’s birthday we say: Happy birthday! [Not Congratulations].

# 9 Conversation 2: Useful words and expressions

## A: Words

|  |  |  |
| --- | --- | --- |
| Word | Example | Meaning |
| Actually | People say bad things about here but shoes actually very nice. | In reality |
| Really | The book is really good. | Very |
| Else | Do you want to buy anything else? Or go somewhere else? | In addition or different |
| Around | I’ll meet you at around 6 o’clock | About or approximately |
| Anyway | I’ll drive you home. I’m going that way anyway. Anyway, as I said, I woke up very late today. | To give a reason for doing something  To return to an earlier subject. |

### Common mistake

Actually is a false friend in some languages – in English it means ‘in reality’ Not ‘Now’.

## B: Expressions

### A: Why don’t we go to the cinema this evening? (used to make a suggestion)

B: Good idea. Let’s go and see a film and then have a meal. (used to make a suggestion).C

A: Ok! Which film do you want to see?

B: I don’t mind. [It’s all the same to me.] It’s up to you. [You can decide.]

A: How about / what about the new Angelina Jolie film? (Used to make a suggestion).

### Common mistake

Why don’t we goo … [Not why don’t we going] or Let’s go … [Not let’s going].

How about going … [Not How about go] or What about going … [Not what about go]

A: I was late for work toady.

B: Oh dear! Was your boss angry? (Used when you are surprised or disappointed)

A: I forgot to bring your book!

B: Oh, It doesn’t matter. I don’t need it. [it’s not important]

A: I’m sorry, but I can’t come to yoru party.

B: What a pity! (used when you are disappointed)

A: I passed my exam.

B: Well done!

A: Hurry up! The taxi here. [be quick]

### B: Look out!/ Be careful! There’s a car coming.

A: We need to buy Marta’s birthday present.

B: Absolutely! What about getting her a scarf? (used when you agree strongly)

A: I agree. Let’s go shopping this afternoon.

### Common mistakes

I agree or I don’t agree [Not I am agree or I’m not Agree].

# 10 Food and drink

## A: Everyday food

Would you like some bread?

I love sushi because I love rice.

Pasta is good for you, but don’t eat too much!

I always put salt on my chips, but not pepper.

My sister never eats meat or fish. She’s vegetarian.

Do you take sugar in tea or coffee?

### Common mistakes

Can I have some breads? [Not can I have a bread?]

## B: Fast food

I eat hamburgers, hot dogs and pizzas when I don’t have much time.

Fish and chips is popular in Britain, Australia and New Zealand.

## C: Fruit and vegetables

Vegetables are good for you. Fruit is also good for you. (singular, uncountable) Vegetables.

Carrots

Beans

Potatoes

Tomatoes

Peas

Onions

Garlic

Mushrooms

Fruit

Apple

Orange

Banana

Pear

Grapes

Strawberries

Pineapple

### Common mistakes

I live fruit [Not I love Fruits]

## D: Drinks

Tea

Coffee

Milk

Fruit juice

Beer

Wine

Mineral water

## Tip

Go to a supermarket. How many different kinds of food or drink have English names on them?

Try learn some of them.

# 11 in the Kitchen

## A: What’s in the kitchen?

Fridge

Freezer

Microwave

Tap

Sink

Cupboard

Shelf

Bin

Sink

Washing machine

Cooker

Dishwasher

Worktop

## B: Things we use in the kitchen

Washing-up liquid

Tea towel

Saucepan

Teapot

Frying pan

Coffee maker

Cloth

Kitchen roll

## C: things we use for eating and drinking

Cup

Plate

Bowl

Fork

Knife

Chopsticks

Spoon

Mug

Spoon

Glass

### D: Expressions

A: Where can I find a mug/ a cloth/ some kitchen roll? B: They are in the cupboard.

A: Can I help with the washing-up/ Cooking? B: Yes, Please! You can dry the plates./ You can cook some rice.

A: Where does this cup/ plate/ frying pan go? B: put it in this cupboard, please.

### Tip

Stick labels on objects in your kitchen with their English names on them. You will see these every day, and this will help you to learn the words.

# 12 In the bedroom and bathroom

## A: Bedroom

Bed

Bedside lamp

Alarm clock

Pyjamas

Dressing table

Chest of drawers

Mirror

Wardrobe

Beside table

Hairbrush

Comb

## B: Bathroom

Shower

Soap

Toothpaste

Toothbrush

Shelf

Shampoo

Shower gel

Razor

Toilet

Towel

Basin

## C: Emma’s routine

Emma goes to bed at 11 o’clock. She goes upstairs to her bedroom.

She gets undressed and gets into bed.

She reads for a bit

She turns off the light and falls asleep.

She wakes up when her alarm clock rings.

She has a shower, cleans her teeth, and gets dressed.

She goes downstairs to the kitchen for breakfast.

# 13: In the Living room

## A: Things in the living room

Books

Books shelf

Books shelves

Light switch

TV

Light

Picture

Lamp

Window

Curtains

Sofa

Hi-Fi

Armchair

Phone

Coffee table

Remote control

Socket

Rug

Carpet

Table

Chair

## B: Useful Verbs

Every evening I watch television

Sometimes I listen to the radio or listen to music

Sometimes I read a book

Sometimes I just relax [Rest and do noting]

## C: Expressions

It’s getting dark. Can you close the curtains, please?

Ok, And I’ll switch the light on.

Thanks, Now can you turn the radio off? And pass the remote control. I want to turn on the TV. There’s a good programme on.

### Common mistakes

The furniture in my room is white [Not the furniture in my room are white].

### Over to you

Write about your living room at home. You can draw a plan of its first. What furniture is there in the room? What colour are the walls? Are there any pictures on them? What do you do when you are in your living room?

# 14 Jobs

## A: what’s his/her job?

Doctor

Teacher

Nurse

Mechanic

Secretary

Shop assistant

Hairdresser

Engineer

Farmer

## B: Jobs in the town

Police officer

Traffic warden

Librarian

Bank clerk

### C: Expressions

Sam: What’s your job?

Ben: I’m a waiter. I work in a restaurant. What do you do?

Sam: I’m a taxi driver.

Ben: Is it an interesting job?

Sam: yes, I like it. Where do you work?

Sophie: I work in an office. Sometimes it’s boring.

My dad works in a factory which makes car parts.

I worked in a shop at the weekends when I was a student.

I want to work in a beauty salon as a hairdresser.

I’d like to work in a children’s hospital.

I’m writer. I work at/ from home.

# 15: At school and university

## A: Subjects

English

Maths

Art

History

Geography

Biology

ICT (Information communication technology.

PE (Physical education)

Chemistry

Modern Language

Physics

Music

## B: Useful things

Board

Noticboard

Piece of paper

Pencil

Notebook

Rubber

Drawing pin

OHP (Overhead projector)

Pen

Textbook

Desk

Whiteboard

Computer

DVD player

Ruler

## C: Expressions

A maths teacher teaches maths. Her student study maths.

Children go to school and students go to university.

At School children learn to read and write.

Student can do an (English) Course in many schools and universities. At the end of course, you often take/ do an exam. You hope to pass your exams. You don’t want to fail your exams.

If you pass your final exams at university, you get a degree.

### Common mistakes

After school, student do homework. [ Not make homework or do homeworks]. (See Units 40 and 41 for more expressions with do and make.)

### Tip

Draw two columns on a piece of paper. In one column write five words from the opposite page which you want to learn. In the second column put a drawing (or a translation or a definition). Cover the first column and look at the second column. Can you remember the English Words?

# 16 Communications

## A: letters

Address

Letter

Date

Envelope

Stamp

Letter box

Don’t forget to put a stamp on the envelop.

Don’t forget to post the letters.

## B: Email and internet

Computer

Screen

Keyboard

Mouse

Laptop

Memory stick

Olivia gets a lot of emails form New York.

You have to be careful what information you give people noline.

What’s your email address? Moll@cup. Com (= Moll at C-U-P dot com)

## C: Telephones and mobile device

Mobile device

Mobile

Telephone

Phone box

Juan makes a lot of phone calls. He phones his girlfriend every day.

I always take my smartphone with me. I never turn it off.

What’s your phone number? What’s your mobile number?

066530718 (= oh six six five there oh seven one eight/ on double six fiv …)

He’s not answering his phone. I’ll leave a voicemail and I’ll text him/ send him a text (Message).

## D: Expressions

Sue: Hello.

Nick: Hello. It’s Nick here. Can I speak to Ahmad, please?

Sue: I’m sorry, he’s not here at the moment. Can I take a message?

Nick: Tanks. Could you just tell him I called. I’ll call back later.

Sue: Ok. I’ll tell him. Goodbye.

Nike: Bye.

### Tip

Use a search engine to find an example of a letter and an email in English. Write down any useful words or phrase in them.

# 17: Your phone

## A: Parts of a phone

Camera

Screen

Apps

Phone case

Battery

Power button

Charger

SIM card

## B: Using a smartphone

Ramesh takes a lot of selfies and posts them online.

Lisa didn’t answer her phone, so I left a voicemail.

Can you text me the address of the restaurant? I haven’t been before.

I’ve Just got a message from Andy. He wants to know if we’re going to the party.

You can download an app with a dictionary to help you when you write in English.

While she was on holiday, Kelly called her family every day.

### C: Expressions

Amy: Can you read that message on my phone, please? My hands are wet.

Claire: It’s locked. What’s the PIN?

Amy: You don’t need a PIN to unlock it. Just swipe the screen left to right.

Swipe

Save

PIN

Selfie

Delete

Tim: I can’t save any new phones.

Emily: Your phone memory is full. You need to delete some photos and messages.

# 18: Holidays

## A: Holiday(Noun)

We had a lovely holiday in Egypt in 2014.

I’m not working next week. I’m on holiday.

Are you going on holiday this summer?

## B: Types of holidays

We’re going on a package holiday to Hong Kong. [Flights and hotel are included]

We’re going to have a winter holiday this year.

I want to go camping this year. [sleep in a tent]

I’m going on walking holiday in the Alps.

A coach tour is an easy way to go on holiday. [Travelling in a comfortable bus]

## C: Transport

By Plane

By train

By Car

By Ferry

By Coach

## D: Don’t forget to take…

Your passport (If you are going to another country)

A Visa [A stamp that you need in your passport to go to some countries]

Your tickets

Some currency [Money of the country you are going to]

A Camera

Your luggage (e.g. a suitcase or a rucksack)

* Passport
* Ticket
* Currency
* Camera
* Suitcase
* Rucksack

## E: Expressions

A: Are you flying to France from England?

B: No, we’re going be ferry.

A: What are you going to do in Madrid?

B: We want to try the local food and enjoy the nightlife [Clubs, etc.]

A: Have a great time! And send me a postcard!

# 19: Shops and Shopping

## A: Kinds of shops

* Butcher
* Post office
* Supermarket
* Bookshop
* Baker
* Department store
* Chemist
* Newsagent
* Gift shop

These words are also for people’s jobs. We Often add’s and say: I’m going to the newsagents to get a paper. Do you want anything from the butcher’s?

## B: In the department store

A department store is a large shope which sells a lot of different things – clothes, beauty products, toys, etc.

* Fourth floor: Toys/ Restaurant
* Third floor: Furniture
* Second Floor: Men’s Wear/ Children’s Department
* First floor: Women’s wear
* Ground floor: Beauty
* Basement: Electricals/ Food

## C: Signs in Shops

* Open
* Closed
* Cash desk / Please pay here
* Push
* Pull

## D: Expressions

Shop assistant: Can I help you?

Customer: Can I try this shirt on? (goes and tries it on) have got a bigger/ smaller size/ a different colour?

Shop assistant: No, I’m sorry, That’s the only one.

Customer: Ok, I’ll take it. How much does it cost?

Shop assistant: L22.

Customer: Can I pay by cheque?

Shop assistant: No, credit card, debit card or cash, please.

Customer: Sorry, I only have a L50 note. I don’t have any change [coins or smaller notes].

Shop assistant: that’s Ok. Here’s your receipt. Would you like a (carrier) bag?

# 20: Online shopping

## A: Buying something

Women

Men

Children

Sale

Shop by product

T-shirts and tops

Jumpers

Trousers and jeans

Shopes and boots

Jackets and coats

Cootton T-shirt

Colour: white Bule

Search products

Red

Size: small / medium/ large

Price: L6.99

Delivery options:

Free delivery (3-5 days)

Next Dey delivery (Delivery on 16 November) L5.99

Add to basket

Today’s Date: 15 November

Read the reviews

## B: Your order

Delete this Item

Your order

Order number

Items

Size

Colour

Total

Free delivery

Delivery address

Name

House number

Street

City

Post code

Country

Phone number

Email

### Language help

A post code (Zip code in the US) is a long number at the end of an address. In the UK, It also contains letters (e.g. BA11LZ). A US zip code looks like this: 10509.

## C: Expressions

1. Lisa likes shop online because it’s quick and easy.
2. Most people pay for their online shopping with credit cards.
3. Reading online reviews can help you choose what to buy.
4. If you are not at home to receive the delivery, we will take it to the post office.

# 21 In a hotel

## A: Places and things in the hotel

Reception

Lift

Bill

Luggage

Bathroom

Form

Shower

TV

Phone

Mini-bar

Hairdryer

## B: Expressions in reception

Do you have a single room [for one person]/ a double room [for two people]?

I have a reservation. [I booked a room] My name is …

We’d like a room with a view of the sea.

The receptionist may say:

Here is your key.

Your room is on the first floor. Take the lift. It’s over there.

Can you fill in this form, Please?

Sign (Your name) here, please. [write your name].

Please check your bill [make sure it is correct].

When you leave you say:

Can I check out, please?

Can I have the bill, please?

## C: Asking questions about hotel services

How much is a single room with a bathroom?

Can I order room service?

How do I get an outside line? (You want to phone someone who is not in the hotel.)

What is the code for Poland?

Can I have breakfast in my room, please?

Can I have a wake-up call at 6:30, please? (You want to wake up at 6:30.)

What time is breakfast/ lunch/ dinner?

Can I (ex)change some money, please?

# 22 Eating out

## A: Places where you can eat

Café: you can have a cup of tea/ coffee and a snack there (e.g a sandwich or a cake). They sometimes serve meals too (e.g. lunch, dinner).

Restaurant: You go there for a meal; more expensive than café;

Bar / pub: bars and pubs serve alcohol and soft drinks [non-alcoholic drinks, e.g. fruit juice]; you can usually have a meal or a snack there too.

Fast food restaurant: you can get a quick hot meal there, for example burger and chips.

Take-away: you buy snack or meal there and take it home to eat.

## B: in a restaurant

Menu

Starters:

Soup of day (V)

Mixed salad (V)

Main Courses

Steak with chips or new potatoes

Fish and chips

Vegetable curry (v)

Salmon fillet with green beans

Burger with chips and mushrooms

Desserts

Chocolate ice cream

Apple pie

Fruit salad.

V = Vegetarian

## C: expressions

Waiter: Are you ready to order?

Customer: Yes, I’d like the steak, please.

Waiter: Would you like it with chips or new potatoes?

Customer: With chips, pleas.

Waiter: How would you like your steak- rate, medium or well done?

Customer: Well-done, please.

Waiter: And what would you like to drink?

Customer: I’ll have a coke, please.

(later)

Waiter: Is everything all right?

Customer: thank you, it’s delicious. [Very good].

(later)

Customer: Could I have the bill, please?

Waiter: Yes, of course.

# 23 Sports

## A: Ball games:

We play all these sports.

Football

Rugby

American football

Basketball

Badminton

Baseball

Tennis

Volleyball

Table tennis

## B other popular sports

Swimming

Running

Sailing

Motor racing

Horse racing

Judo

Karate

Snowboarding

Skiing

Kayaking

We can use go with all the sports listed in B, apart from judo and karate. I go running every day. I went skiing last year. We use do with judo and karate. She does judo. (See unit 39: Go/went/ gone.)

## C where we do sports

We play tennis / badminton/ volleyball/ basketball on a tennis/ badminton/ volleyball/ basketball court.

We play football/ rugby on a football/ rugby pitch.

We swim in a swimming pool.

Many towns have a sports center – you can do lots of different sports there.

## D Expressions

Do you do any sports?

Yes, I go swimming/ running/ sailing/ kayaking.

Do you play football/ tennis/ badminton?

I play tennis. Which sports do you play?

What’s your favorite sport?

I like motor racing best.

# 24 Cinema

## A: types of films

A western

A cartoon

A horror film

A comedy

A thriller

An action film

A science fiction film

A musical

A romantic comedy

## B: People in films

Monica Bellucci is a film star.

She was in the new James Bond film.

Daniel Redcliffe played Harry Potter in the Harry Potter films.

I like films by Italian directors.

## C: Expressions

A: Have you seen the latest James Bond film?

B: Yes, I saw in on TV.

A: Did you like the new Batman film?

B: Yes, I loved it/ enjoyed it. No, it was boring.

A: Do you like westerns?

B: No, I like science fiction film best.

A: The best action film I’ve seen was Jason Bourne with Matt Damon.

B: If I see a horror film, I can’t sleep.

### Common mistakes

What’s on at the cinema this week? [not what’s on the cinema this week?]

There’s a comedy with Jennifer Aniston.

### Common Mistakes

Do you go to the cinema often?

Yes, I go every week.

No, I watch DVDs at home.

# 25 Free time at home

## A: TV, Radio, Music, Film

I watch TV every evening.

Did you watch/See the film about President Kennedy?

What programmes do you like best on TV and radio?

I like watching films on TV. (You can also say: I like to wathc…)

At the weekend, we usually watched a DVD.

I like listening to music on the radio. (You can also: I like to listen …)

I often listen to music on my phone when I’m relaxing.

I often listen to music on my phone when I’m relaxing.

I need some new headphones for my phone.

## B: Hobbies

A lot of young people play video games every day.

I download music and films from the Internet.

I chat to my friends online every evening.

I really like cooking.

Do you like gardening?

We grow flowers and vegetables in our garden.

## C: Reading

I read a lot at home.

What do you read?

I read novels [long stories]. My sister likes comics.

I like books about nature and different countries.

I like magazines about music and sport.

Do you read a newspaper every day?

## D: Expressions

We sometimes have friends round.

[We ask them to come to our house/ flat].

I often have friends to dinner.

My best friend comes to stay sometimes.

[Sleeps in my house/flat]

I talk to my friends on the phone every evening.

Sometimes, I just do nothing.

Grandpa like to have a sleep after lunch.

### Common mistakes

We watch TV [NOT See TV] and we listen to the radio [Not hear or listen the radio].

# 26 Music and musical instruments

## A: Music, musical and musician

Music is an uncountable noun. We don’t use it in the plural.

The band played fantastic music for more than two hours.

[ Not fantastic musics]

Musical is an adjective.

There is a shop on King street that sells musical instruments

[Not music instruments]

A musician (noun) is a person.

My brother is a very good musician. He plays three instruments.

## B: Musical instruments

Piano

Cello

Guitar

Flute

Violin

Trumpet

Clarinet

Drums

## C: Playing musical instruments

Ava plays the clarinet. Her brother plays the drums.

Krishnan is learning the guitar. His friend, Isabella, has piano lessons.

Mia is a very good flute-player. She plays in an orchestra. Her friend, Nuria, is a good trumpet-player.

Lucas is an excellent violinist. His sister is a good pianist.

Can you play a musical instrument?

## D: Listening to music.

Charlotte loves classical music. (For example, Beethoven, Mozart) [Not classic music].

Harper can’t stand opera [Dislikes it very much]. She prefer pop music.

I like folk music, jazz and rock.

I often listen to music on the train.

I downloaded some new songs yesterday. Do you want to here them?

### Common mistakes

A band means a group of musicians.

Nuala had a really good band at her 21st birthday party. [Not ‘a really good music band’]

A concert means an event with music.

We’re going to a concert tonight. [Not ‘ a music concert’]

# 27 Countries and nationalities

## A: Continents and countries

|  |  |
| --- | --- |
| Continent | Country |
| North America | Canada  The USA/ the US |
| South America | Argentina  Brazil  Chile  Colombia  Peru |
| Europe | Germany  Italy  Poland  Spain  The UK |
| Australia | Australia  New Zealand |
| Asia | China  India  Japan  Pakistan  Thailand |
| Africa | Egypt  Morocco  South Africa  Tunisia |
| Antarctica |  |

It is not possible to show all the countries of the world on a small page. If your country isn’t included, check its English name with your teacher or on the Internet.

### Common mistakes

All the nouns and adjectives for continents, countries and nationalies always begin with a capital letter, for example Africa [Not Africa]

## B:Nationalities

|  |  |
| --- | --- |
| Notes | Adjective |
| Most country adjectives end in (i)an | American, Argentinian, Australian, Brazilian, Canadian, Colombian, Egyptian, German, Indian, Italian, Moroccan, Peruvian, South African, Tunisian |
| Many Country Adjectives end in ish | British, English, Finnish, Irish, Polish, Scottish, Spanish |
| A Few country adjectives end in ese | Chinese, Japanese, Portuguese |
| Exceptions | Pakistani, Thai, French |

### Tip

Remember that words for languages are often the same as the ‘people’ adjective, e.g. French, Spanish, Japanese and Thai. One exception is Arabic.

# 28 Weather

## A: Type of weather

Sun | Rain | Cloud | Snow | Fog | Wind | Thunder | Lighting

# B: Adjective and verbs

|  |  |
| --- | --- |
| Noun | Adjective |
| Sun | Sunny |
| Rain | Rainy |
| Wind | Windy |
| Cloud | Cloudy |
| Snow | Snowy |
| Fog | Foggy |
| Thunder | Thundery |
| Lightning |  |

## C: Other useful weather words

It is very hot in Mexico – it is often 45 degrees there in summer.

It is very cold in the Arctic – it is often minus 50 degrees there.

It can be very wet in London – Carry an umbrella when you go sightseeing there.

It is very dry in the Sahara – it doesn’t often rain there.

A hurricane is a very strong wind.

A storm is when there is a strong wind and rain together.

A thunderstorm is when there is thunder, lightning, rain and sometimes wind together.

## D: Expressions

It’s a sunny day in Tokyo today, but it’s cloudy in Hong Kong.

It’s foggy in Sydney and it’s snowing / it’s snowy in Moscow.

It’s raining in Barcelona but the sun is shining in Granada.

It’s a lovely day.

It’s a horrible day, isn’t it!

What’s the weather like in your country in June?

It’s usually warm and sunny.

|  |
| --- |
| Common mistakes |
| We say it’s windy/ cloudy/ foggy/ sunny [Not it’s winding/ clouding / fogging / sunning]. |

|  |
| --- |
| Tip |
| Watch the weather forecast in English on TV or online as often as you can. |

# 29 In the town

## A: Places in the town

Train station / railway station – you get a train there.

Bus station – you can get a bus here.

Shops – you can buy things here. (See unit 19: Shops and shopping.)

Shopping center – area of town with a lot of shops.

Tourist information office – tourist can get information here.

Museum – you can see interesting old things here.

Bank – you can change money here or get money from a cash machine.

Post office – you can post letters and parcels here.

Library – you can read books and newspapers here.

Town hall – local government officers work here.

Car park – you can park your car here.

Pedestrian area – You can only walk here, you can’t come here by car.

## B: Notices in towns

Exit | No Smoking | Entrance | Out of order | Please keep off the grass

## C: Asking for and giving direction

A: Where is the bus station?

B: Go left here and it’s at the end of the road.

A: How do I get to market street?

B: Take the first right and then the second left.

A: Is there a shopping center near here?

B: Yes, turn right here. The entrance is on Market street on the left.

A: Can I park here?

B: No, but there’s a car park on Park Street.

A: Excuse me, I’m looking for the museum.

B: It’s on Bridge Road. Take the number 31 bus and get off at the second stop.

A: Can you tell me the way to the nearest bank, please? I need cash machine.

B: No problem. Go left here and there’s on the other side of the road.

|  |
| --- |
| Tip |
| Keep a notebook in your pocket. Many towns in different countries have notices in English to help tourists. Write down any English words and expressions that you see in your twon. |

# 30 in the countryside

The countryside and the country both mean ‘not the cit.’ Country can also mean a nation (e.g. France, China).

## A: Things we can see in the countryside.

Mountains, Forest, Lake, Fields, Path, Country road, Village, Hills, Wood, River, farm

## B: Living and working in the countryside.

In the countryside, people usually live in a small town. (e.g. 6,000 people) or village (e.g. 700 people).

A farmer lives on farm and works in the fields.

My friend lives in a cottage [small house in a village or the countryside].

## C: Nature and conversation

Nature means ‘everything in the natural world.’ (= animals, birds, plants, etc.)

There is a wonderful wildlife in the north of the country. [Animals, birds, fish and insects]

Near the village there is a conservation area [place where wildlife and nature are protected].

|  |
| --- |
| Common mistakes |
| I love nature [Not I love the nature]. I like walking in the countryside [Not I like walking in the nature].’Nature’ is not a place. |

# 31 Animals

## A: Farm animals

Horse, Pig, Cow, Chicken, Hen, Sheep, Goat

|  |  |  |
| --- | --- | --- |
| Animal | Produce | Baby |
| Horse | Hair, meat | Foal |
| Cow | Milk, leather, meat, beef | Calf |
| Sheep | Wool, meat (lamb) | Lamb |
| Pig | Meat (pork, bacon, ham) | Piglet |
| Chicken | Eggs, meat (chicken) | Chick |
| Goat | Milk, meat | Kid |

# B: Wild or zoo animal

Elephant, monkey, Snake, Tiger, Lion, Giraffe

# C: Pets

These animals are often pets.

Fish, Cat, Rabbit, Parrot, Tortoise, Dog

A parrot is a bird.

# D: Expression

Take, your dog for a walk every day.

You must feed your animals, and give them water every day.

Do you have any pets?

# 32 Travelling

## A: Types of transport

Train, Bus, Bicycle/Bike, Taxi, Aero Plane, Car, Helicopter, Motorbike, Motorcycle, Underground, Boat, Ship

## B: Useful travel words

Map, Timetable, Customs, Luggage, Passport

Can I have a single / return (ticket) to Barcelona, please?

(Single = Madrid to Barcelona; Return = Madrid to Barcelona and Back to Madrid)

I’d like to book/ Reserve a seat in advance [to make you have a seat].

### Common mistakes

Was the journey long? [Not was the travel long?]

## C: By train

The return arriving at platform 3 in the 16:30 train to Paris.

The Edinburgh tarin departs/ leaves from platform 6. (Departs is formal)

Is there a restaurant car on this train?

A: Do I have to change trains for Toulouse? [get off one train and get onto another]

B: No, it’s a direct train.

## D: By plane

You have to check in two hours before the plane takes off [ leave the ground]

Online check-in is also possible./ You can check in online.

Give your boarding card to the flight attendant when you get on the plane.

Have a good flight.

The plane lands in New York at 14:30.

After landing you have to go through customs.

### Common mistakes

I went through customs but nobody checked my passport. [Not controlled my passport].

## E: By car

We hired a car for a week. We had to fill it up with petrol.

Can I give you a lift? I’m going into town.

(See Unit 18: Holidays and Unit 49: Moving for more useful words about travelling.)

# 33 UK Culture

## A: Special day

|  |  |  |
| --- | --- | --- |
| Festival | Date | What people do |
| Christmas | 25th December | Send Christmas cards, give presents, spend time with their families, decorate a Christmas tree, eat a lot |
| New Year’s Eve/ Hogmanay (Scotland) | 31st December | Sing and dance, toast the New Year |
| New Year’s Day | 1st January | A bank holiday [day when most organizations are closed] |
| Valentine’s Day | 14th February | Send cards to boyfriend/ girlfriend/ husband/ wife |
| Easter | Dates vary | Give children Easter eggs [chocolate eggs] |
| Halloween | 31st October | Children dress up, children knock at doors and ask for sweets |
| Bonfire night | 5th November | Have a bonfire and fireworks |

## B: food

Traditional UK food is fish and chips and roast beef and roast potatoes [cooked in the oven] with Yorkshire pudding [dish made of flour, milk and eggs]

Chicken tikka masala [ a kind of curry] comes from India, but is very popular in the UK.

## C: Education

|  |  |
| --- | --- |
| Type of school | What it is |
| Nursery school | For children aged 2-4 |
| Primary school | For children aged 5-11 |
| Secondary school | For children aged 12-18 |
| State school | Parents don’t pa for children to go here |
| Private school | Parents pay for children to go here |

## D: Politics

The UK has a royal family, with a king or a queen.

Political decisions are made at the Houses of Parliament.

The Prime Minister is the political leader of the UK.

# 34 Crime

## A: Crimes and criminals

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Crime | Robbery | Murder | Burglary | Mugging [Attacking a person is a public place stealing their money] |
| Person | A robber | A murderer | A burglar | A mugger |
| Verb | To rob somebody or a place (e.g. a bank) | To murder somebody | To break into a house/ flat (break)/ broke (broken) | To mug somebody |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Crime | Car theft | Drug dealing | Terrorism | Shoplifting |
| Person | A car thief | A drug dealer | A terrorist | A shoplifter |
| Verb | To steal car (steal/ stole/ stolen) | To sell drugs (sell/ sold/ sold) | To attack somebody or a place | To steal things from a shop |

Essential grammar in use

# Unit 1: am/is/are

## A

My father is a doctor and my mother is a journalist.

I’m a student.

I’m American. I’m from Chicago.

My name is Lisa.

I’m 22.

My favourite colour is blue.

My favorite sports ate football and swimming.

I’m interested in art.

I’m not interested in politics.

## B

Positive

|  |  |  |
| --- | --- | --- |
| I | Am | (I’m) |
| He  She  It | Is | (he’s)  (she’s)  (it’s) |
| We  You  They | Are | (We’re)  (you’re)  (They’re) |
|  |  | Short form |

Negative

|  |  |  |
| --- | --- | --- |
| I | am not | (I’m not) |
| He  She  It | is not | (He’s not or He isn’t)  (she’s not or She isn’t)  (It’s not or it isn’t) |
| We  You  They | Are not | (We’re not or We aren’t)  (You’re not or you aren’t)  (They’re not or they aren’t) |
|  |  | Short forms |

* I’m cold. Can you close the window, please?
* I’m 32 years old. My sister is 29.
* Steve is ill. He’s in bed.
* My brother is scared of dogs.
* It’s ten o’clock. You’re late again.
* Ann and I are good friends.
* Your keys are on the table.
* I’m scared of dogs.
* I’m tired, but I’m not hungry.
* Lisa isn’t interested in politics. She’s interested in art.
* James isn’t a teacher. He’s a student.
* Those people aren’t English. They’re Australian.
* It’s sunny today, but it isn’t warm.

## C

That’s = that is there’s = there is here’s = here is

* Thank you. That’s very kind of you.
* Look! There’s Chris.
* ‘Here’s your key’. ‘Thank you’.

# Unit 2 : am/is/are (Questions)

## A

Positive

|  |  |
| --- | --- |
| I | Am |
| He  She  It | Is |
| We  You  They | Are |

Question

|  |  |
| --- | --- |
| Am | I? |
| Is | He?  She?  It? |
| Are | We?  You?  They? |

A: What’s your name?

B: David.

A: Are you married?

B: No, I’m not.

A: How old are you?

B: 25.

A: Are you a student?

B: Yes, I am.

* ‘Am I late?’ ‘No, you’re on time.’
* ‘Is your mother at home?’ ‘No, she’s out.’
* ‘Are your parents at home?’ ‘No, they’re out.’
* ‘Is it cold in your room?’ ‘Yes, a little.’
* Your shoes are nice. Are they new?

We say:

* Is she at home? / Is your mother at home? (Not Is at home your mother?)
* Are they new? / Are your shoes new? (Not are new your shoes?)

## B

Where …? / What …? / Who …? / How …? / Why …?

* Where is your mother? Is she at home?
* ‘Where are you from?’ ‘Canada.’
* ‘What colour is your car?’ ‘It’s red.’
* ‘How old is Joe?’ ‘He’s 24.’
* How are your parents? Are they well?
* These shoes are nice. How much are they?
* This hotel isn’t very good. Why is it so expensive?

What’s = What is who’s = who is how’s = how is where’s = where is

* What’s the time?
* Where’s Lucy?
* Who’s that man?
* How’s your father?

## C

Short answer

|  |  |  |
| --- | --- | --- |
| Yes, | I | Am |
| He  She  It | Is |
| We  You  They | are |

|  |  |  |
| --- | --- | --- |
| No, | I’m | Not |
| He’s  She’s  It’s |
| We’re  You’re  They’re |

Or

|  |  |  |
| --- | --- | --- |
| No, | He  She  It | Isn’t |
| We  You  They | Aren’t |

* ‘Are you tired?’ ‘Yes, I am.’
* ‘Are you hungry?’ ‘No, I’m not, but I’m thirsty.’
* ‘Is your friend English?’ ‘Yes, he is.’
* ‘Are these your keys?’ ‘Yes, they are.’
* ‘That’s my seat.’ ‘No, It isn’t.’

# Unit 3: I am doing (present continuous)

# A

I’m eating

She’s eating.

She isn’t reading

It’s raining.

The sun isn’t shining.

We’re running.

They’re running.

They aren’t walking.

The present continuous is:

Am/is/are + doing/eating/running/writing etc.

|  |  |  |
| --- | --- | --- |
| I | Am (not) | -ing |
| He  She  It | Is (not) |  |
| We  You  They | Are(not) |  |

* I’m working. I’m not watching TV.
* Maria is reading a newspaper.
* She isn’t eating, (or she’s not eating)
* The bus is coming.
* We’re having dinner.
* You’re not listening to me. (or You aren’t listening…)
* The children are doing their homework.

## B

Am/is/are + -ing = something is happening now:

* I’m working.
* She’s wearing a hat.
* They’re playing football.
* I’m not watching TV.

Past

Now

Future

* Please be quite. I’m working (= I’m working now)
* Look, there’s Sarah. She’s wearing a brown coat. (=She is wearing it now)
* The weather is nice. It’s not raining.
* ‘Where are the children?’ ‘They’re playing in the park.’
* (on the phone) We’re having dinner now. Can I call you later?
* You can turn off the television. I’m not watching it.

Selling (-> Appending 5):

Come -> Coming

Write -> Writing

Dance -> dancing

Run -> Running

Sit -> sitting

Swim -> Swimming

Lie -> lying

# Unit 4: are you doing? (Present continuous questions)

## A

Positive question

|  |  |  |
| --- | --- | --- |
| I | Am | Doing  Working  Going  Staying  Etc. |
| He  She  It | Is |
| we  you  they | are |

|  |  |  |
| --- | --- | --- |
| Am | I | Doing  Working  Going  Staying  Etc. |
| Is | He  She  It |
| Are | We  You  they |

What are you doing?

* ‘Are you feeling Ok?’ ‘Yes, I’m fine, thanks.’
* ‘Is it raining?’ ‘Yes, takes an umbrella.’
* Why are you wearing a coat? It’s not old.
* ‘What’s Paul doing?’ ‘He’s studying for his exams.’
* ‘What are the children doing?’ ‘They’re watching TV.’
* Look, there’s Emily! Where’s she going?
* Who are you waiting for? Are you waiting fro sue?

## B

Study the word order:

Is/are + subject + -ing

|  |  |  |  |
| --- | --- | --- | --- |
|  | Is | He | Working today? |
|  | Is | Ben | Working today? (not is working Ben today?) |
| Where | Are | They | Going? |
| Where | Are | Those people | Going? (Not where going those people?) |

## C

Short answers

|  |  |  |
| --- | --- | --- |
| Yes | I | Am |
| He  She  It | Is |
| We  You they | are |

|  |  |  |
| --- | --- | --- |
| No, | I’m | Not. |
| He’s  She’s  It’s |
| We’re  You’re  They’re |

Or

|  |  |  |
| --- | --- | --- |
| No, | He  She  It | Isn’t |
| We  You  They | Aren’t |

* ‘Are you going now?’ ‘Yes, I am.’
* ‘Is Ben working today?’ ‘Yes, he is.’
* ‘Is it raining?’ ‘No, It isn’t.’
* ‘Are your friends staying at a hotel?’ ‘No, they aren’t. They’re staying with me.’

# Unit 5: I do/work/Like etc. (Present simple)

## A

We read a lot

They have a lot of books.

They read a lot.

He’s eating an ice cream.

He likes ice cream.

I like ice cream.

They read/ he likes/ I work etc.= the present simple:

|  |
| --- |
| I/we/you/they read like work live watch do have |
| He/she/it read likes works lives watches does has |

Remember:

He works/ she lives/ it rains etc.

* I work in a shop. My brother works in a bank. (not My brother work)
* Lucy lives in London. Her parents live in Scotland.
* It rains a lot in winter.

I have -> he/she/it has:

* Joe has a shower every day.

Spelling (-> appendix 5):

-es after –s/-sh/-ch : pass -> passes finish -> finishes watch -> watches

-y ->-ies: study->studies try-> tries

Also: do -> does go->goes

## B

We use the present simple for things that are true in general or for things that happen sometimes or all the time:

* I like big cities.
* Your English is good. You speak very well.
* Tom works very hard. He starts at 7:30 and finishes at 8:00 o’clock in the evening.
* The earth goes around the sun.
* We do a lot of different things in our free time.
* It costs a lot of money to build a hospital.

## C

Always/never/often/usually/sometimes + present simple

* Sue always gets to work early. (not Sue gets always)
* I never eat breakfast. (not I eat never)
* We often go away at weekends.
* Mark usually plays football on Sundays.
* I sometimes walk to work, but not very often.

# Unit 6: I don’t … (Present simple negative)

A: The present Simple negative is don’t/doesn’t + Verb

Coffee?

No, Tanks. I don’t drink coffee.

I don’t like my job.

She doesn’t drink coffee.

He doesn’t like his job

Positive:

|  |  |
| --- | --- |
| I  We  You  They | Work  Like  Do  have |
| He  She  It | Works  Likes  Does  has |

Negative

|  |  |  |
| --- | --- | --- |
| I  We  You  They | Don’t (do not) | Work  Like  Do  Have |
| He  She  It | Doesn’t (does not) |

* I drink coffee, but I don’t drink tea.
* Sue drinks tea, but she doesn’t drink coffee.
* You don’t work very hard.
* We don’t watch TV very often.
* The weather is usually nice. It doesn’t rain very often.
* Sam and Chris don’t know many people.

B: Remember”

I/We/You/They Don’t …

He/ She/ it Doesn’t …

* I don’t like football.
* He doesn’t like football.
* I don’t like Fred and Fred doesn’t like me. (Not Fred don’t like)
* My car doesn’t use much petrol. (No my car don’t use)
* Sometimes he is late, but it doesn’t happen very often.

C: We use don’t/ doesn’t + infinitive (Don’t like/ Doesn’t speak/ Doesn’t do etc.):

* I don’t like washing the car. I don’t do it very often.
* Sarah speak Spanish, but she doesn’t speak Italian. (Not doesn’t speaks)
* David doesn’t do his job very well. (Not David doesn’t his job)
* Paula doesn’t usually have breakfast. (Not doesn’t … has)

# Unit 7: Do you ….? (Present simple questions)

A: We use do/does in present simple questions

Positive

## Unit 21 Will and Shall

WE use I’ll… (=I will) when we’ve just decided to do something. When we say I’ll do something.

My Text

What are the benefits of online advertising to grow your business?

**Online advertising** is a powerful tool for any business in today's world. Whether a small business or a big one, you need online advertising. In this article, I want to discuss the most important benefits of online advertising and show how you can use them to promote your products and services.

A slow and limited world

Globalization is a primary paradigm in the current business world. Emerge Internet network change all forces in our market forces. Before the Internet era, your market was limited to near geographical locations. If you were an intelligent businessman, you might have this chance to export your product to another market in other countries. If so, you are again limited to local customers in the new markets.

Like business, advertising without the Internet was limited to local audiences and didn't have any dynamic content and messages. Data collection was insignificant, and you didn't have very little feedback on your customer behaviors to counter your advertising.

But with the Internet, everything was changed rapidly...!

Internet is coming

Online advertising is son worthy of Internet networks. The Internet has changed every paradigm in our business world, and now you have powerful, intelligent, and efficient tools for advertising your products and services.

Now, online advertising is the primary solder in your marketing army. Against "Physical Advertising (PA)," where a limited crowd can see your messages and interact with them, online advertising gives you an excellent opportunity to connect and interact with millions of customers.

Online advertising is a matter of life and death for your business. Without online advertising, nobody knows your products and services. So, if you want to survive your business, you don't have any choice but to use online advertising tools.

Think globally, do locally

Whit online advertising tools, you can promote your products and services on a global market. Your customers can be in every place. They can see your site, social media channels, pages, and content and interact with your content. Also, you can see valid, comprehensive, and immediate data of their behaviors on the counter by your content.

Online advertising removes any borders, so your business is imported into a global market. This new vast market creates unprecedented opportunities for you. So, in the real meaning of the slung "Think Globally, do Locally," You can produce and do orders in your place and sell them in a global market.

Online advertising tools

Online advertising tools are varied, and each has its advantages and disadvantages. You can see Online advertising on Social Media platforms, Search Engines, and Content Distribution Networks (CDNs), even in the more interactive environments like "metaverse."

Nowadays, you can't see any famous brand or company that doesn't use Online advertising tools to define itself to customers. Efficiency, lower cost, fast speed, and good data collection are the most important properties of the OA. With OA, you can produce the best content for every group of your customers and show these messages based on the platforms and customers' properties. You can't do this work with traditional advertising methods.

Smartphones, PCs, Laptops, tablets, and even wearing tools like smart glasses and smartwatches are parts of the distribution network for your online advertisements. Besides these hardware tools, we have a lot of software tools that host billiards of people on over the world.

OA takes advantage of AI, big databases, and thousands of algorithms to deliver the best results to your customers. Currently, we have many advertising platforms on Google, Facebook, Instagram, LinkedIn, Twitter, etc., that give us an incomparable capability to send our messages to our audiences.

In contrast to traditional advertising (PA) methods, in OA, you can select your customers based on Age, Gender, Location, Education, and other properties and indexes and then make suitable and attractive advertising content for them.

In OA, your customers and audiences can easily interact with your advertising content. They can like, dislike or share your content and comment their opinions about your advertising below them. These interactions help you discover your weakness, new markets, and better products and services for your customers. What are the benefits of online advertising to grow your business?

Online advertising is a powerful tool for any business in today's world. Whether a small business or a big one, you need online advertising. In this article, I want to discuss the most important benefits of online advertising and show how you can use them to promote your products and services.

A slow and limited world

Globalization is a primary paradigm in the current business world. Emerge Internet network change all forces in our market forces. Before the Internet era, your market was limited to near geographical locations. If you were an intelligent businessman, you might have this chance to export your product to another market in other countries. If so, you are again limited to local customers in the new markets.

Like business, advertising without the Internet was limited to local audiences and didn't have any dynamic content and messages. Data collection was insignificant, and you didn't have very little feedback on your customer behaviors to counter your advertising.

But with the Internet, everything was changed rapidly...!

Internet is coming

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Are Online advertising tools hard?

Omm…! Yeah...! Use of online advertising tools is partially hard. You need to know about software, programming, SEO, SMM, statistics, marketing, Internet network, etc. Learning these sciences isn't easy, and you must spend a long time understanding them and be a skilled man in them. Now you think, "Oh...! Come on..! Should I go back to school and learn many things again?" Omm...! Happily No..! read the following part to see your solution.

We know online advertising is specialized work, and not everybody can learn it well. So in Afrak, we make your work easy.

Afrak is an international online advertising agency. In Afrak we do all specialized work for your online advertising. With our services, you don't need knowledge about web engineering, online marketing, dashboards, or tools. You can only describe your market, target audiences, and product and services, and done...! Afrak does all work for you. For the use of our Online advertising services (Google, Facebook and Instagram, and LinkedIn), use our number on the header and footer of your site.

Meta Description

Online advertising is powerful and efficient for your business. If you are searching for an easy solution for your business, We have one.! read this article to understand how.

Twitter description

Do you need online advertising? Do you need some help with it? Ok, read this article for your answer.

# Lexicology

# Lesson 01:

1. Arch, archy

Ruling, taking the lead, government, ruler

* Ethnarch = ethn + arch => A governor of a people or province
* Monarchy = mon + archy => undivided rule by a single person
* Tetrarch = tetra + arch => a ruler of a fourth part or of one of four parts, division, elements, etc.

1. Center, centr, centri, centro

Center/ centre, central, centrally

* Centripetal = centri + petal => tending toward the center
* Centrifugal = centri + fug + al => flying or tending to fly off form the center

1. Cur, cura

Care, cure heal

* Curator = cur + ator => one appointed as guardian of a minor lunatic, etc.
* Curatix = cur + artix => a female curer
* Curative = cur + tive => of or relating to the curing of diseases

1. Curr, cur, curs

Run

* Curricle = curr + icle => a curse , running
* Curriculum = curr + iculum => a course, spec, a regular course of study as at a school or Scottish university
* Recurrence = re + curr + ence => return

Note: “curr” regularly becomes “cur” at the end of a word, but then only (Recur, occur, but recurred, occurrence).

1. Ante

Before, previous

* Antecede = ante + cede => to go before in time, place, or rank
* Anteroom = ante + room => before/previous + chamber
* Antedate = ante + date => To assign a date after the true date

1. Calli, cali, kali, callo

Beauty

* Calligraphy = calli + grapgy = beautiful writing,
* Calligram = calli + gram = a design in which the letters of word are rearranged so as to form a decorative pattern of figure.
* Calisthenics = calli + sthet + ics = Gymnastic exercises suitable for girls

1. Bar, baro

Weight, pressure

* Baromacrometer = baro + macro + meter => an instrument for taking the wight and length of new born infants
* Barology = baro + logy => the science of weight
* Barometer = baro + meter => an instrument for measuring the wight

1. Ant, anti

Opposite, against, in exchange, instead, rivalling

* Antidote = anti + dote => an medicine given to counter-act the action of poison
* Antibody = anti + body => a body formed in the blood, to attack a toxin
* Anticausotic = anti + causotic => of use against a burning fever
* Antifebrile = anti + febrile => of use against fever.

1. Dem, demo

People

* Demagogue = dem + agouge => in ancient times, a leader of the people as against other parties in the state.
* Democracy = demo + cracy => Government by the people.
* Demography = demo + graphy => that branch of anthropology which treats of the statistics of birth, death, diseases, etc.

1. Amphi

Both, of both kinds, on both sides, about, around

* Amphibia = amphi + bia => a being that is equally at home in water or on land
* Amphitheatre = amphi + theatre => boat theatre, round theatre
* Amphibiology = amphi + bio + logy => a scientific treatise on the amphibia

1. Caco

Bad, evil, bad states of bodily organs

* Caco-demon = caco + demon => an evil spirit, nightmare the twelfth house in a figure of the heavens
* Cacoepy = caco + epy => bad pronounciation
* Cacography = caco + graphy => bad writing, incorrect spelling

1. Dendro, dendr

Tree

* Dendrology = Dendro + logy => The study of trees;
* Dendriform = dedri + form => tree + from
* Dendrophilus => dendro + phil + ous =>Tree loving

1. Bi, bin, bis

Two, pair, couple

* Binate = bin + ate => arranged in couples
* Binary = bin + ary => of, pertaining to, characterized by,
* Bissannual = biennial = bi + enn + ial => existing or lasting for two years, esp. pf plants

1. Aud, audi

Hear

* Audible = audi + able => able to be heard
* Audiometer = audio + meter => Measuring minute differences of hearing
* Audiophile = audio + phile => an audio enthusiast
* Audiophone = audio + phone => an instrument which placed against the upper teeth

1. Chron

Time

* Chromogram = chrono + gram => a phrase, sentence, or inscription, in which certain letters express by their numerical values a date or epoch
* Chronopher = chrono + pher => an apparatus for the distribution of electric time signals
* Chronomastix = chrono + matrix => a scourage of the time

1. Ann

Year

* Annals = ann + als => a narrative of events written year by year
* Annual = annu + al => of, belonging to, or reckoned by the year, yearly
* Annuity = annu + ity => a yearly allowance, or income

Note: strangely enough, the word “ biennial” means once in two years, and the word “biannual” means twice in one year, though the two words come from identical elements.

1. Ad (ac-, af-, ag-, al-, an-, am-, ap-, ar-, as-)

To, toward, near, very

* Admit = ad + mit => to allow to center, permit
* Annex = an + nex => to unite materially, as an accessory, to join as an addition to exsiting possession
* Adoral = ad + oral => situated at the mouth

1. Ideo, idea

Idea

* Ideography = ideo + graphy => the representation of ideas by graphic sign; writing consisting of ideograph
* Ideopraxist = ideo + parx + ist => one whose practice is actuated by an idea
* Ideology = ideo + logy => The science of ideas, the study of the origin and nature of ideas.

1. Later, lateral

Side

* Lateral = later + al => of or pertaining to the side
* Multilateral = multi + later + al => many-sided
* Equilateral = equi + later + al => having all the sides equal

1. Chrom, chromo, chromat(o)

Color

* Chromascope = chroma + scope => ludicke’s instrument for showing the optical effects of color
* Chromatic = chromat +ic => of or belonging to color or color, highly colored
* Chromatism= chromat + ism => natural coloring

# Lesson 02

1. Meter, metr

Measure, a terminal element in names of instruments for measuring somethings

* Chronometer= chrono + meter => an instrument for measuring time
* Barometer= baro + meter => atmospheric pressure + measure
* Symmetry = sym + metry => mutual relation of parts in respect of magnitude and position;

Note: Don’t confuse this root with another of similar spelling “-metr” mearning “mother” as in “metropolis, metronym”

1. Calor, calour

Heat, warmth

* Caloricity = calor + ic + ity => the faculty in living being of developing heat so as to maintain a firly uniform temperature.
* Caloriduct = calori + duct => a tube or channel for conducting heat
* Calorify = calori + fy => to make hot, hence calorifier, an air heater

1. Mono, mon

Alone, only, single

* Monarch = mon +arch=> a sole and absolute ruler of a state. A very large red and black butterfly
* Monopoly = mono + poly => Exclusive passion of the trade in some commodity

1. Cap, cip, capt, cept

Take

* Recipe = re + cipe => Take, a formula for a medical prescription
* Recipient = re + cipi + ent => That receives or is capable of receiving receptive.

1. Morph, morpho

Form, shape

* Morphology = morph + logy => That branch of biology which deals with the form of animals and plants
* Morphosis = morph + osis => form, figure, configuration
* Amorphous = a + morph + ous => Having no determinate shape, unshapely

1. Gam, gamo, gamy

Marriage

* Polygamy = poly + gamy =>Marriage with several , or more than one, at once.
* Monogamy = mono + gmay => the practice or principle of marring only once.

1. Doc, doct

Teach

* Doctrinate = doctrine + ate => to reach or instruct
* Doctrine = doctor + ine => the action of teaching or instructing, a lesson, a precept
* Doctrinaire = doctrine + ait => one of constitutionalist party which arose in France soon afte 1815; Hence, one, hw

1. Gyn, gynaec, gyneo
2. Anim
3. Etym
4. Dyn, dynam, dynamo
5. Frica, frict
6. Archae, archaeo, archeo
7. Hemi
8. Bi, bio
9. Hydr, hydro
10. Bi
11. Her, hes
12. Biblio, bibi
13. Lun, luna