Look at the pictures. Can you guess what the topic idiom is about?



Α	В
1. jump on the bandwagon	a. verbally rather than in writing
2. by word of mouth	b. to advertise a product
3. bang for the buck	c. good value for the money spent
4. plug a product	d. to put an advertisement in a publication
5. run an ad	e. to follow something that is popular

C1

EXERCISE B: Complete the following sentences by filling in the appropriate idioms.

plugging a product	run an ad	by word of mouth
bang for the buck	jumped on the bandwagon	

- 1. Famous celebrities instantly make millions just by ____
- 2. The company will ______ to inform the public about their new product.
- 3. Tom got more ______ when he advertised his collection of video game consoles on Facebook.
- 4. Most of the companies ______ after the product sold out.

5. The news about the newly-opened restaurant spread ______.

EXERCISE C: Make sentences using the learned idioms.

1	·
2	
3	
4	·
5	

- 1. Where do you see advertisements?
- 2. What is the most popular advertising technique?
- 3. What is your favorite commercial or advertisement?
- 4. What is your least favorite advertisement?
- 5. What is a brand?
- 6. What makes you choose a certain brand over another?
- 7. Do you always buy products of the same brand?
- 8. What do you think of celebrity endorsements?
- 9. What could be the downsides of using a celebrity for endorsements?
- 10. Do you think advertisements lie?

Look at the pictures. Can you guess what the topic idiom is about?





В

EXERCISE A: Match the idioms in column A with their meanings in column B.

A

1. crash and burn	a. to fail completely
2. die a natural death	b. because of luck and not of skill
3. a happy accident	c. to fade away
4. more by accident than by design	d. a potentially dangerous situation
5. an accident waiting to happen	e. an unplanned but pleasant situation

C2

EXERCISE B: Complete the following sentences by filling in the appropriate idioms.

die a natural death an accident waiting to happen crashed and burned more by accident than by design

a happy accident

1. Passing the exam was	
2. That fault in the car brake is just	:
3. The fame that celebrities have now will _	over time.
4. His victory in the competition was	·•
5. The experiment	so they have to start over again.

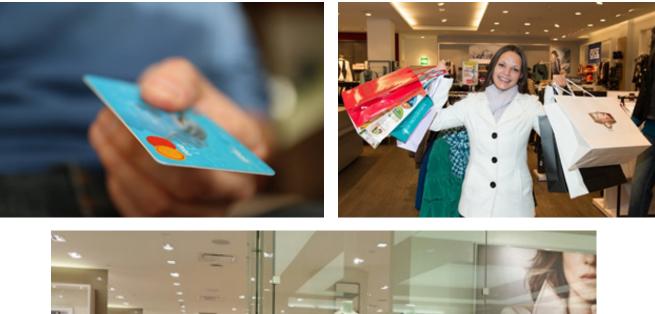
EXERCISE C: Make sentences using the learned idioms.

1	•
2	·
3	
4	
5	

- 1. What kind of accidents happen at home? Why do they happen?
- 2. What are the most common accidents that happen in the office?
- 3. What is the most dangerous thing in your home for an elderly person? How can it be made less dangerous?
- 4. Have you ever been involved in an accident? Were you injured?
- 5. Have you ever seen an accident right before your eyes?
- 6. What's the most tragic accident that happened in your country?
- 7. How can a person avoid traffic accidents?
- 8. If you were involved in a car accident, who would you call first?
- 9. Are traffic accidents more common in winter than in other seasons?
- 10. Do you feel safe in your own office/school?

C3

Look at the pictures. Can you guess what the topic idiom is about?





Α	В
1. shopping therapy	a. to visit a number of stores and compare prices
2. window shopping	b. to speak about your profession or anything related to your job
3. shop around	c. the act of buying things to make yourself happier
4. talk shop	d. to go shopping for a long time until you get tired
5. shop till you drop	e. the activity of looking at goods in shop windows but not buying anything

C3

EXERCISE B: Complete the following sentences by filling in the appropriate idioms.

	shopping therapy window shopping	shop till we drop talking shop	shop around
1	1/11 cro	later to soo what I could got my	nom for Christma

1. I'll go ______ later to see what I could get my mom for Christmas.

2. Every time my family comes home for the holidays, we _____.

3. We all need ______ every now and then.

4. It's always wise to ______ first before finally deciding to buy something.

5. It annoys everyone when he starts ______.

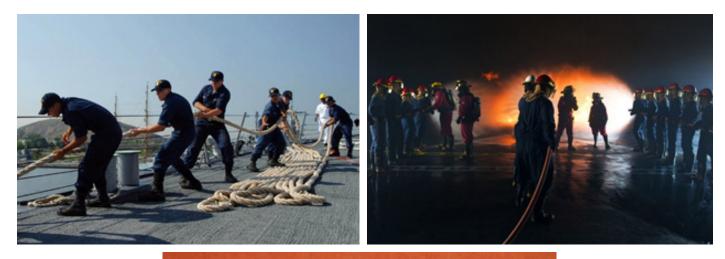
EXERCISE C: Make sentences using the learned idioms.

1.	
2.	
3.	
4.	
5.	

- 1. What's your favorite place to shop? Why?
- 2. Are you a price-conscious shopper? What is your opinion of discount stores?
- 3. Do you enjoy shopping? How often do you go shopping? How much time do you spend on it?
- 4. What was the last thing you bought for yourself? Where did you buy it? Why did you buy it?
- 5. Do you compare prices at different stores when you shop?
- 6. Is it important for you to own designer clothes? Why or why not?
- 7. How important is it for you to be up to date with the latest fashions?
- 8. How important is good customer service when you are shopping?
- 9. When you buy something, do you read the label? Why or why not?
- 10. What kind of clothes do you like best? Do you have a favorite type of fabric? Are most of your clothes one-colored or patterned?

C4

Look at the pictures. Can you guess what the topic idiom is about?





Α	В
1. cream of the crop	a. to have a minimum salary
2. show the ropes	b. the best of the group
3. trick of the trade	c. a skillful technique in doing things like in your job with a little bit of dishonesty
4. all work and no play	d. to give details on how to do the job
5. (to) be paid peanuts	e. focus on work and no chance to have fun

C4

EXERCISE B: Complete the following sentences by filling in the appropriate idioms.

	paid peanuts cream of the crop	all work and no play showing the ropes	tricks of the trade		
1	1. I don't think he gets enough rest because he's				
2	2. Despite being, she still enjoys her job.				
3	3. Mary has always been a top student which is why she's the class'				
Z	4. He's been in the industry for 20 long years and knows all the				

5. Emma is now busy ______ to her replacement.

EXERCISE C: Make sentences using the learned idioms.

1	 ·
2	
3	
4	
5	

- 1. How do you look for a job?
- 2. What do you consider when applying for a job (salary, tasks, boss, working environment etc.)?
- 3. What's the most ideal job for you?
- 4. How many jobs have you had including part-time jobs?
- 5. How did you feel when you received your first salary? What did you do with it?
- 6. What are the highest-paying jobs in your country?
- 7. Would you like to be a doctor, a pilot or a typical businessman? Why?
- 8. What's the most common question asked during a job interview?
- 9. What do you think about the job of a mortician?
- 10. If you were given a chance to change your job, what job would you like to have?

C5

Look at the pictures. Can you guess what the topic idiom is about?





Α	В
1. stand a chance	a. to develop successfully and be accepted by many people
2. make it big	b. becoming more popular or powerful than other people or things
3. come of age	c. to have a chance to do something successfully
4. with a bang	d. to become successful or famous
5. in the ascendant	e. in a very exciting or successful way

C5

EXERCISE B: Complete the following sentences by filling in the appropriate idioms.

made	it	big
stand	а	chance

with a bang come of age in the ascendant

- 1. She won't ______ in the competition if she keeps shying away.
- 2. It took her several auditions and harsh criticisms before she in the entertainment industry.
- 3. We take part in the events organized by Jack and Rose Events Company because they are _
- 4. This is the biggest event of the year and everyone expects it to go _____
- 5. After several years of practice, her wonderful talent has _____

EXERCISE C: Make sentences using the learned idioms.

1.	 ·
2.	 ·
3.	 . .
4.	
5.	

EXERCISE D: Answer your teacher's questions.

- 1. What's your idea of success?
- 2. Describe a successful person.
- 3. Why is money the most common way of judging success?
- 4. Do you set goals to be successful?
- 5. What are some of your goals?
- 6. Are goals necessary to achieve success?
- 7. What success have you had lately?
- 8. Do you believe that people must work hard to become successful? Why or why not?
- 9. Can you think of some successful people in your country? What do they do? How do you think they did it?
- 10. What do you consider to be the best way to become successful?

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