

## *Unit 2*

### *Advertisement*

#### **Vocabulary**

#### **Nouns**

advert  
advertising  
budget  
contestant  
expense

income  
judge  
network  
product  
profit

spectator  
sponsor  
trend

#### **Verbs**

borrow  
compete  
decrease  
improve

increase  
lend  
owe  
prevent

purchase  
tolerate

#### **Adjectives**

appealing  
brilliant  
childish  
controversial  
effective  
eye-catching

glamorous  
huge  
major  
misleading  
odd  
persuasive

powerful  
sophisticated  
unfair  
willing

#### **Expressions**

cut back on  
get by

instead of  
over the top

## The Changing World of Marketing

**In today's competitive world, advertisers must constantly think of new ways to get our attention. Here are some examples. Is it a programme or an advert?**

In *CSI: Miami*, actors drive Hummer jeeps, shoot photos with Nikon cameras and look up information on Dell laptops. *Survivor* contestants win a Samsung mobile phone. The judges in *American Idol* sit behind large red cups with the Coca-Cola logo.

Instead of the traditional method of interrupting TV programmes with adverts, advertisers are now paying millions of dollars to have their products integrated into the actual TV shows. This is called product placement, and it has become a huge trend in US television.

The reason for this trend is that fewer people today are paying attention to adverts. In a recent survey, many people said that they recorded TV shows and skipped the adverts, while others said that they watched advert-free TV through the Internet. For networks and advertisers, product placement is an ideal way to overcome this problem.

Critics claim product placement is unfair, because it makes it hard to tell the difference between programming and advertising. They say viewers have a right to know that they are being influenced to buy something. Product placement may be a necessary way for TV networks to make money, but viewers must decide how much of it they are willing to tolerate.

### Why pay?

At the 2010 World Cup stadium in Johannesburg, South Africa, heads turned as 36 young women walked in, all wearing bright orange mini-dresses. Within minutes, the women were ordered to leave and two of them were arrested. Shocked spectators wondered why the FIFA authorities were reacting so strongly.

The colour orange is closely associated with a Dutch beer company called Bavaria. However, the World Cup's official beer sponsor was Budweiser, which had the right to exclusive advertising during the World Cup. Bavaria was using a publicity stunt to advertise its product at the match without paying to be a sponsor. After the incident, commentators said that the eviction had given even more media attention to Bavaria.

At every major sports event in the world, sponsors pay millions of dollars for their brands to be advertised. Other companies try to advertise at the event, or connect their products to it, without paying. This is called ambush marketing, and the Bavaria beer incident is a perfect example.

At a recent meeting, Olympic organisers promised that they would do everything in their power to prevent ambush marketing - but this isn't always easy. At the next Olympics, as you watch for the winners of the athletic competitions, keep your eyes on the marketing race as well!

### 1) Read the text. What is the author's purpose?

- a) to persuade readers that new advertising methods are acceptable
- b) to describe new products advertised today
- c) to inform readers about new advertising methods

### Choose the correct answer.

#### 1. The examples in the first paragraph describe ....

- a) TV programmes that advertise the best products.
- b) how programmes are interrupted by adverts.
- c) how products are placed in programmes.
- d) programmes that are popular with today's viewers.

#### 2. Critics object to product placement because ....

- a) it costs more than traditional advertising.
- b) viewers don't realise that it is advertising.
- c) it influences viewers more than traditional advertising.
- d) TV networks make money from it.

**2) Decide if the following sentences are true or false. Find evidence in the text to justify your answers.**

1. Product placement is often used in the United States.
2. Internet TV has got adverts.
3. The writer feels that product placement should be banned.
4. Many people felt that evicting the women helped advertise Bavaria.
5. Sponsors use ambush marketing to advertise at sports events.
6. The Olympic organisers will definitely be able to prevent ambush marketing.

**3) Complete the sentences using your own words.**

1. In traditional advertising, TV programmes ....
2. In product placement, products ....
3. Product placement is now common because people ....
4. At major sports events, sponsors pay to ....
5. At the next Olympics, the marketing race may be as exciting ....

**4) Find words or expressions in the text that mean:**

- |  |                 |
|--|-----------------|
| 1. all the time                              | 4. connected to |
| 2. research based on asking people questions | 5. stop         |
| 3. say, state                                |                 |

**Death by advertising**

Young people spend a lot of time in pubs, bars, discotheques and clubs. Because of this, they are natural targets for advertisers working for liquor companies. Advertising campaigns often include offers of cheaper drinks, free T-shirts, caps and posters. The aim is to introduce young people to new tastes and brands of liquor and to create a future generation of drinkers. One vodka company actually held a competition at a university. The prize was free vodka for a whole term.

Health experts strongly criticise this advertising. They argue that young people are unaware of the dangers of alcohol, particularly the serious risk involved in drinking large amounts of liquor and then trying to drive home. Young people, they say, do not realise how drinking affects their judgement and reactions. In many European countries, drinking is becoming increasingly popular with teenagers, and drunk teenage drivers are often involved in accidents leading to injury or death. In one case, a young girl collapsed in her home after drinking 17 tequilas at a liquor promotion. Later, while she was leaning out of the window to get some fresh air, she fell to her death.

Experts on alcoholism believe that the only way to prevent this trend is to make teenagers more aware of the effects of alcohol and of the risks they take when they drink and drive. Perhaps they should also show teenagers how they are manipulated by advertisers who are only concerned with their profits and are not worried about the consequences.

**I. Answer the following questions using your own words but taking into account the information in the text.**

- a. Why is advertising drinks to teenagers an investment for liquor companies?
  
- b. Why do teenagers drive when they are drunk?

**II. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact words on the answer sheet.**

- a. Liquor companies try to encourage teenagers to try new drinks.
- b. Teenagers are aware of the effects of alcohol on the body.
- c. Liquor companies only care about making a profit.

**III. Find a synonym for each of the four words below from six options**

*held      realise      prevent      consequence      campaign      concerned with*

- a. understand
- b. interested in
- c. organised
- d. result

**IV. Choose a, b, or c, in each question below. Only one choice is correct.**

- 1. It's not unusual for liquor companies to advertise by...
  - a) giving away free samples of vodka.
  - b) inviting university students to pubs.
  - c) selling alcoholic drinks at lower prices.
  
- 2. In the example in the text, the young girl died...
  - a) because being drunk made her careless.
  - b) from drinking too much alcohol.
  - c) in a drunk driving car accident.
  
- 3. Many young people...
  - a) are aware of the danger of drinking and driving.
  - b) need some fresh air after they drink.
  - c) are victims of liquor advertisers' greed.

**Part B. Composition (130 -150 words approximately).**

What do you think about advertising alcohol for teenagers?



3. I don't know how you ..... living in this area. Whenever there's ..... event at the stadium, there's so much traffic!
4. I know the current ..... is to get music from the Internet, but I still prefer to buy CDs ..... downloading music.

## Finances

### 5) Choose the logical continuation for each sentence. Pay attention to the underlined words.

1. The price of petrol decreased last night.
  - a. It's lucky we didn't buy petrol yesterday!
  - b. It's a pity we didn't buy petrol yesterday!
2. His financial situation has improved.
  - a. He's got a better job.
  - b. He's very upset about it.
3. They'd like to purchase that car.
  - a. They've always wanted to own a Ford
  - b. It costs €140 to hire it for a week.
4. His income is about \$8,000 a month.
  - a. He's obviously not good at his job.
  - b. How does he earn so much money?
5. Tom owes me \$20.
  - a. He should give me the money soon.
  - b. I should give him the money soon.
6. He plans his budget every month.
  - a. That way, he knows what he must do each day.
  - b. That way, he knows how much he can spend.
7. Mary lent us some money yesterday.
  - a. We don't have to return it.
  - b. we have to give it back next week.
8. University fees have increased.
  - a. Now students can afford to go.
  - b. Students are protesting.

### 6) Match A to B to form sentences.

- | A  | B   |
|--|---|
| 1. He's got a small income, which is just enough for ... | a. lives within his budget.                 |
| 2. Mike borrowed more money, so now he ...               | b. cut back on things like take-away meals. |
| 3. He'll get by as long as he ...                        | c. expenses, such as rent.                  |
| 4. His situation improved after he ...                   | d. owes me €40.                             |

### 7) Complete the dialogues with the words and expressions below.

*gets by • expenses • cut back on • profit • products • borrow • compete*

1. "Why do you go to that expensive shop?"  
"Because the ..... they sell are excellent."
2. "Why did your parents close their shop?"  
"Because they couldn't ..... with the supermarket."
3. "I haven't brought money to pay for lunch."  
"Do you want to ..... €10?"
4. "I buy these shirts for no and sell them for €15."  
"You make a nice ....."!
5. "Why can't you save any money?"  
"Because we've got so many ....." "
6. "How does Beth manage without a job?"  
"Not very well. She hardly ....." "
7. "We've never got enough money!"  
"You need to ..... your spending."

8) Complete the passage with the words and expressions below.

*increase • advert • willing • pay a visit • products • budget • huge • trend • advertising • keep in mind*  
**"The Power of "Like"**

In order to ..... their sales, many companies have joined the latest ..... in the world of ..... -social networks. All they need to do is create a Facebook fan page, where they post photos and updates on their ..... This doesn't affect their ....., because it's absolutely free. Now here's where you come in: When you click "Like" on a company's fan page, a link will appear on your wall for all your friends to see. Then your friends might decide to ..... to the fan page as well, and in this way the company can reach a ..... number of people. .... that every time you click "Like", you're actually becoming part of an Internet ..... If you're still '?' ..... to do this, at least save your "Likes" for things you're really keen on!

9) Complete the sentences with the correct form of the words below.

*purchase • increase • profit • lend • compete • decrease • product*

1. In order to make a higher ....., the company is going to use cheaper materials.
2. There's no difference between these two cleaning ....., so I'm going to buy the cheaper one.
3. The new clothes shop is trying to ..... with TopShop by offering lower prices.
4. This city once had seven daily newspapers, but the number has ..... Now there are only three.
5. We can either ..... tickets online or buy them at the box office.
6. My camera was broken, so Cara ..... me hers for the weekend.
7. In the 90s, the population in this region .....by about 10,000 people. The majority moved here from the city.

10) Choose the answer that best reflects the meaning of the first sentence.

1. This mobile phone advert is very effective.  
a. It will convince many viewers to buy the phone.  
b. It's hard to tell what it's trying to advertise.
2. What a brilliant advert!  
a. It's very boring.  
b. It's really clever.
3. The people in this advert look sophisticated.  
a. They seem friendly and kind.  
b. They seem fashionable and intelligent.
4. This jeans advert is odd.  
a. I don't understand it.  
b. It's similar to other adverts for jeans.
5. In my opinion, this advert is over the top.  
a. It's got too many bright colours.  
b. It's very simple.

11) Are the following statements true or false? Pay attention to the underlined adjectives. Correct the false statements.

1. The message of a powerful advert is confusing.
2. A persuasive advert makes viewers want to buy the product.
3. Models in adverts usually look glamorous.
4. A childish advert makes a serious impression.
5. A misleading advert is truthful.
6. The advertising of alcoholic drinks is controversial.
7. Food advertisers try to make their food look appealing.
8. People won't pay attention to an eye-catching advert.

Complete the passage with the words below.

*compete • huge • increase • spectators • products • advertising • purchase • adverts*

**Advertising in the Past**

We tend to think of ..... as a modern phenomenon - but it's not. Among the earliest ..... were papyrus posters in ancient Rome. They were used to inform people when gladiators would ..... The aim, of course, was to encourage ..... to attend the contests. Another early form of advertising, especially in the 12<sup>th</sup> - 16<sup>th</sup> centuries in Britain, was used by travelling vendors to ..... sales. When they arrived in a town or village, they often hired a "town crier" to walk around shouting out their location, so that anyone wanting to ..... their *vegetables* or other ..... would know where to find them. Since those long-ago days, advertising has become a ..... and influential industry - with modern versions of papyrus posters and town criers.

## Listening

**Neil:** Hello and welcome to 6 Minute English from BBC Learning English, the programme where we discuss a topical subject and introduce you to some of the interesting vocabulary connected to that topic. I'm Neil and with me today is Jen.

**Jen:** Hi there.

**Neil:** It seems we **can't go** a day **without hearing** about the ..... in the Eurozone getting deeper and deeper. And now it appears it could have a knock on ..... in Africa.

**Jen:** Yes, the continent is already ..... economically as a result of the Arab Spring.

**Neil:** But is it all doom and gloom for Africa? Possibly not... **We'll hear** more about a new report which has come out about the economic ..... for the continent, but of course we **will start** as usual with a quiz question. Are you ready for it Jen?

**Jen:** Yes I am. Hit me with it.

**Neil:** Okay. **I would like to know** which is the largest country in Africa? Is it:

(a) Egypt (b) South Africa (c) Algeria

**Jen:** Hmm, I wouldn't have chosen any of those but I'll go for (c) Algeria.

**Neil:** Okay, any particular reason?

**Jen:** I think it looks the biggest on the map, if that makes sense...

**Neil:** Okay. Have you ever been to Africa?

**Jen:** I have. I've been to Kenya, which is very lovely but not one of these options so I don't know.

**Neil:** Is it a big ..... ?

**Jen:** It is rather big, yes.

**Neil:** But not as big as these, probably. We will ..... the answer at the end of the programme.

**Jen:** Now, we were talking about the economic ..... for Africa.

**Neil:** The African ..... Bank has published a report which says that as the Eurozone crisis ..... , Africa **could suffer**.

**Jen:** Listen to this first part of a report from the BBC's Martin Plaut. How does he say the African economy could be .....

**BBC correspondent Martin Plaut:**

*If the Arab spring hit Africa's ..... last year, it could be Europe that's the problem in 2012. Europe's ..... could reduce ..... from exports and tourism. It could also reduce international aid and the remittances from African migrant workers. Despite this, the Bank concludes that the prospect for the year ahead is generally ....., after what it calls a decade of impressive growth.*

**Jen:** He said Europe's difficulties could reduce money from exports – that's the money earned from goods sold abroad. Tourism, international aid and remittances could also see a drop.

**Neil:** Remittance is the ..... earned by people working abroad and then sent back to their home country to help their families, for example.

**Jen:** So the continent is ..... , but the report suggested the **prospect** – or future – is generally optimistic. It isn't all doom and gloom!

**Neil:** No it's not all doom and gloom – meaning bad and ..... news. In fact the report claims that countries such as Niger are expected to ..... – or even get stronger – as its growing oil industry will **allow its economy to develop**.

**Jen:** And where else are prospects looking good?

**Neil:** Nigeria **continues to look** in good shape as its ..... and ..... industries are also .....





Infinitives and Gerunds

3 basic verb forms:

**USES OF THE GERUND:**

1.- The gerund is used as a noun:

*Smoking is bad for your health.*

*Her hobby is painting.*

2.- It's used after prepositions:

*Touch your toes without bending your knees.*

*He is thinking of NOT going abroad.*

3.- After verbs such as:

FINISH	IMAGINE	GIVE UP	INSIST ON	INVOLVE	PUT OFF
ENJOY	DENY	MISS	POSTPONE	NEGLECT	APOLOGIZE FOR
MIND	AVOID	GO ON	ADMIT	SUGGEST	KEEP ON

4.- After certain idiomatic expressions:

- τ THERE / IT'S NO USE (no merece la pena)
- τ CAN'T HELP (no poder evitar)
- τ BE FED UP WITH (estar harto de)
- τ CAN'T STAND (no poder soportar, aguantar)
- τ CAN'T BEAR (no poder soportar)
- τ FEEL LIKE (apetecer)
- τ GO +ing (para actividades de recreo): Go hiking/ dancing.
- τ IT'S (NOT) WORTH sightseeing (no merecer la pena)
- τ THERE IS (NO) POINT IN (no hay necesidad de)
- τ TO BE USED TO (estar acostumbrado a)
- τ LOOK FORWARD TO (desear)
- τ PREFER+gerund TO+gerund (preferir \_\_\_\_\_ a \_\_\_\_\_)
- τ NEED (en sentido pasivo): Your car needs cleaning.

**USES OF TO-INFINITIVE**

1.- **Infinitive of purpose.**

*Why did you go out? **To post** a letter.*

*We shouted **to warn** them of the danger.*

2.- **Verbs with to-infinitive.**

AGREE	MANAGE	HOPE	AFFORD	PROMISE	ARRANGE	PLAN
REFUSE	DECIDE	APPEAR	LEARN	SEEM	PRETEND	OFFER

*I hope to pass my exams.*

*We decided not to go to Paris.*

\* Verb + wh-word + To-INF. (ask / decide / know / remember / forget / explain / understand )

*We decided when we could go to Paris.*

3.- **Verb +( Complement ) + TO-INF.**

WANT	HELP	INVITE	WOULD LIKE	ASK	WOULD PREFER
TELL	ADVISE	EXPECT	ENCOURAGE	WARN	REMIND

She wanted to stay instead of going.

She wanted me to stay.

#### 4.- Verbs followed by a gerund or infinitive.

##### Stop

He stopped smoking last year. (dejó de fumar).

He stopped to smoke a cigarette. (Se paró para fumar).

##### Try

He tried adding salt and water. (probar) Martin tried to pass the test. (intentar, hacer el esfuerzo)

##### Remember/forget/regret.

A.- She will never forget visiting London. (la acción de visitar es anterior)

David always forgets to visit his aunt. (la acción de visitar es posterior a la de olvidar)

B.- I remember closing the door. (la acción de cerrar es anterior/ me acuerdo de haber cerrado la puerta)

I remembered to close the door. (la acción de cerrar es posterior / me acuerdo que tengo que cerrar la puerta).

C.- She regrets wasting so much money. (ya se ha gastado el dinero y lo lamenta)

She regrets to waste so much money. (Lamenta tener que gastarlo)

##### Advise, allow, permit y recommend.

Si el nombre o pronombre no se menciona se pone el gerundio. Si se menciona ponemos el infinitivo con to.

I advised him to sell the car.

I sed selling the car.

**Hate, like, love y prefer** van seguidos de gerundio excepto cuando se habla de acciones particulares.

She likes swimming.

She likes swimming in Robert's swimming-pool.

Cuando estos verbos van en condicional se usa el infinitivo con to.

She would like to go abroad.

#### USES OF THE BARE INFINITIVE (INFINITIVE WITHOUT TO).

1.- Modal verbs (except: have to / ought to / need)

2.- MAKE: They made me pay.

3.- LET: Let me go!

4.- WOULD RATHER: I would rather go than stay. (prefer)

5.- HAD BETTER: you had better study English. (advise).

#### VERBS FOLLOWED BY GERUND OR BARE INFINITIVE.

SEE/ HEAR / FEEL / WATCH may be followed by both constructions.

I heard him playing the guitar (a part of the action)

I heard him play a music concert. (the complete action)

### Grammar Activities

#### Gerund and infinitive

1. I arranged ..... (meet) them here.
2. My mother told me ..... (not speak) to anyone about it.
3. At dinner she annoyed me by ..... (smoke) between the courses.
4. You are expected..... (know) the safety regulations of the college.
5. I am prepared ..... (wait) here all night if necessary.
6. After ..... (walk) for three hours we stopped to let the others..... (catch up) with us.
7. I am beginning ..... (understand) what you mean.

8. He was fined for ..... (exceed) the speed limit.
9. He surprised us all by ..... (go) away without ..... (say) 'Good-bye'.
10. Please go on ..... (write); I don't mind ..... (wait).
11. He wore dark glasses..... (avoid) ..... (be) recognized.
12. Before..... (give) evidence you must swear ..... (speak) the truth.
13. I tried..... (persuade) him ..... (agree) with your proposal.
14. Your windows need .....(clean); would you like me ..... (do) them for you?
15. Would you mind ..... (shut) the window? I hate..... (sit) in a draught.
16. I can't help..... (sneeze); I caught a cold yesterday from ..... (sit) in a draught
17. Stop..... (talk); I am trying..... (finish) a letter.
18. His doctor advised him ..... (give up) ..... (jog)
19. People used ..... (make) fire by ..... (rub) two sticks together.
20. He hates..... (answer) the phone, and very often just lets it (ring).
21. If you go on..... (let) your dog ..... (chase) cars he'll end by ..... (be) run over.
22. I prefer..... (drive) to..... (be driven).
23. I advise You ..... (start) ..... (look) for a flat at once.
24. Would you mind ..... (lend) me £5? I forgot..... (cash) a cheque.
25. .... (Lie) on this beach is much more pleasant than..... (sit) in the office.
26. She likes her children ..... (go) to the dentist every six months.
27. After..... (hear) the conditions I decided ..... (not enter) for the competition.
28. Some people seem ..... (have) a passion for ..... (write) to the newspapers.
29. He expects me ..... (answer) by return but I have no intention of ..... (reply) at all.
30. I tried ..... (explain) to him but he refused ..... (listen).
31. At first I enjoyed..... (listen) to him but after a while I got tired of ..... (hear) the same story again and again.
32. It is usually easier ..... (learn) a subject by ..... (read) books than by ..... (listen) to lectures.
33. It wouldn't be safe ..... (start) down now; we'll have ..... (wait) till the mist clears.
34. After .....(discuss) the matter for an hour the committee adjourned without ..... (have reached) any decision.
35. I distinctly remember ..... (pay) him. I gave him £2.
36. Did you remember ..... (give) him the key of the safe? - No, I didn't. I'll go and do it now.
37. Please forgive me for ..... (Interrupt) you but would you mind.....(repeat) that?
38. I'd hate ..... (be) beside a volcano when it started ..... (erupt).
39. I used ..... (ride) a lot.
40. Most people prefer ..... (spend) money to ..... (earn) it.
41. It isn't good for children ..... (eat) too many sweets.
42. I didn't feel like..... (work) so I suggested..... (spend) the day in the garden.
43. Do you remember ..... (post) the letter? Yes, I do; I posted it in the letter-box near my gate.
44. Did you remember ..... (lock) the door? No, I didn't. I'd better..... (go) back and ..... (do) it now.
45. Do you feel like ..... (go) to a film or would you rather ..... (stay) at home?
46. I liked ..... (listen) to folk music much better than ..... (listen) to pop.
47. He made me ..... (repeat) his instructions .
48. I suggest ..... (leave) the car here and ..... (send) a breakdown van ..... (tow) it to the garage.

49. She apologized for ..... (borrow) my sewing-machine without ..... (ask) permission and promised never ..... (do) it again.
50. He never thinks of ..... (get) out of your way; he expects you ..... (walk) round him.
51. You don't need.....(ask) his permission every time you want .....(leave) the room.
52. The police accused him of ..... (set) fire to the building but he denied ..... (have been) in the area on the night of the fire.
53. I'd rather ..... (earn) my living by ..... (scrub) floors than ..... (make) money by..... (blackmail) people
54. Did you remember ..... (book) seats for the theatre tomorrow? Yes, I have the tickets here. Would you like ..... (keep) them?
55. Try ..... (avoid) ..... (be) late. He hates ..... (be) kept ..... (wait).
56. I didn't know how ..... (get) to your house so I stopped ..... (ask) the way.
57. I wish my refrigerator would stop ..... (make) that horrible noise.
58. This book tells you how ..... (win) at games without actually ..... (cheat).
59. Did you advise him ..... (go) to the police? -
60. It is easy ..... (see) animals on the road in daylight but sometimes at night it is very difficult ..... (avoid) ..... (hit) them.
61. I'm not used to ..... (drive) on the left. -
62. It is pleasant ..... (sit) by the fire at night and ..... (hear) the wind outside.

1. PUT THE VERBS IN BRACKETS IN **TO-INFINITIVE**, **INFINITIVE** OR **GERUND**.

1. I'd like \_\_\_\_\_ in bed today. ( **STAY** )
2. After \_\_\_\_\_ ten hours, he resumed the journey. ( **SLEEP** )
3. I regret \_\_\_\_\_ you that I won't help you. ( **TELL** )
4. Stop \_\_\_\_\_ that stupid noise. ( **MAKE** )
5. It's not worth \_\_\_\_\_ about that. ( **WORRY** )
6. The teacher usually allows \_\_\_\_\_ class if you are in a hurry. ( **LEAVE** )
7. Allow me \_\_\_\_\_ myself. ( **INTRODUCE** )
8. I used to walk this way with my sister. I remember \_\_\_\_\_ hide and seek with her. ( **PLAY** )
9. I can't stand \_\_\_\_\_ said what I have to do. ( **BE** )
10. I forgot how \_\_\_\_\_ this machine. ( **USE** )

2. WRITE THESE VERBS IN **TO-INFINITIVE**, **INFINITIVE** OR **GERUND**.

**SPEND LOSE BUY ARRIVE DRIVE SWIM SWITCH GO WORK HAVE**

1. He suggested \_\_\_\_\_ at the bus station at half past six.
2. They wanted me \_\_\_\_\_ in the evening and I refused.
3. I can't afford \_\_\_\_\_ so much money on that T.V. set.
4. We stopped \_\_\_\_\_ a rest because we had driven too long.
5. It's no good \_\_\_\_\_ after meals.
6. I've decided \_\_\_\_\_ weight. So, I'm on a diet.
7. Would you mind \_\_\_\_\_ the radio off?
8. My mother reminded me \_\_\_\_\_ bread on my way back home.
9. Do you like \_\_\_\_\_ sightseeing?
10. Avoid \_\_\_\_\_ so fast.