

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

plugging a product
bang for the buck

run an ad
jumped on the bandwagon

by word of mouth

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. _____.

EXERCISE D: Answer your teacher's questions.

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?



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

A

1. crash and burn
2. die a natural death
3. a happy accident
4. more by accident than by design
5. an accident waiting to happen

B

- a. to fail completely
- b. because of luck and not of skill
- c. to fade away
- d. a potentially dangerous situation
- e. an unplanned but pleasant situation

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

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

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 _____, which is the reason why they have to start over again.

EXERCISE C: Make sentences using the learned idioms.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

EXERCISE D: Answer your teacher's questions.

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?

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



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

A

1. shopping therapy
2. window shopping
3. shop around
4. talk shop
5. shop till you drop

B

- a. to visit a number of stores and compare prices
- b. to speak about one's profession or anything related to one's job
- c. the act of buying things to make oneself happier
- d. to go shopping for a long time until you get tired
- e. the activity of looking at items on sale

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

shopping therapy window shopping	shop till we drop talks shop	shop around
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1. I'm planning to buy my mom a Christmas gift so I'm going to go _____.
2. Every time my family comes home for the holidays, we _____.
3. I'm a little stressed out right now. I'm definitely going to need some _____.
4. Whenever I buy a smartphone, I usually _____ first before finally buying one.
5. In our circle of friends, Mark's the dullest. He always _____.

EXERCISE C: Make sentences using the learned idioms.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

EXERCISE D: Answer your teacher's questions.

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?

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



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

A

1. cream of the crop
2. show the ropes
3. trick of the trade
4. all work and no play
5. (to) be paid peanuts

B

- a. to have a minimum salary
- b. the best of the group
- c. a skillful technique in doing things like in one's job with a little bit of dishonesty
- d. to give details on how to do the job
- e. focus on work and no chance to have fun

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
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1. I'm worried about my dad's health being that he's a workaholic. He's _____.
2. Despite that she's _____, Ali still enjoys her job.
3. Sally is the school's _____. She has always been at the top her class.
4. He has been a financial consultant for 20 years. He knows all the _____.
5. Emma is resigning next month. She's now busy _____ to her replacement.

EXERCISE C: Make sentences using the learned idioms.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

EXERCISE D: Answer your teacher's questions.

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?

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



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

A

1. stand a chance
2. make it big
3. come of age
4. with a bang
5. in the ascendant

B

- a. to develop successfully and be accepted by many people
- b. becoming more popular or powerful than other people or things
- c. to have a chance to do something successfully
- d. to become successful or famous
- e. in a very exciting or successful way

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

made it big
stands a chance

with a bang
come of age

in the ascendant

1. Jane is pretty but she's too shy and timid. I don't think she _____ in the competition.
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. Everyone expects that it will go _____.
5. After several years of practice and self-improvement, 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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