

Collocations.



Collocation means that some words fit together and other words don't. Some words fit together like 'fast food', but we don't say 'quick food'. We talk about taking a 'quick shower', but not about a 'fast shower.'

Can you think of ten words that go before advertising and ten that go after advertising?

Words BEFORE advertising	Words AFTER advertising
e.g. <u>brand</u> advertising	e.g. advertising <u>manager</u>
1. _____ advertising	1. advertising _____
2. _____ advertising	2. advertising _____
3. _____ advertising	3. advertising _____
4. _____ advertising	4. advertising _____
5. _____ advertising	5. advertising _____
6. _____ advertising	6. advertising _____
7. _____ advertising	7. advertising _____
8. _____ advertising	8. advertising _____
9. _____ advertising	9. advertising _____
10. _____ advertising	10. advertising _____

Mini Conversations

Choose 3 of the above collocations to start a mini conversation with a classmate. Take turns to do this.

You can use the "Wh" words to help you form *[make]* questions.

Teacher's Key

Words BEFORE advertising	Words AFTER advertising
e.g <u>brand</u> advertising	e.g advertising <u>manager</u>
1. consumer advertising	1. advertising industry
2. corporate advertising	2. advertising campaign
3. direct advertising	3. advertising budget
4. point-of-sale advertising	4. advertising costs
5. product advertising	5. advertising strategy
6. TV advertising	6. advertising business
7. online advertising	7. advertising company
8. tobacco advertising	8. advertising sector
9. alcohol advertising	9. advertising revenue
10. cigarette advertising	10. advertising group