



**ROK**



# ADVERTISEMENT VOCABULARY



# VERBS

- 1) To buy: To purchase.
- 2) To need: Avoir besoin de...
- 3) To borrow: To use something that belongs to someone else.
- 4) To lend: To give someone permission to use something of yours.
- 5) To spend: To pay (dépenser).

# NOUNS

- 6) Ad, Advertising, Advertisement: publicity.
- 7) Allowance: money your parents give you regularly.
- 8) Brand: product name.
- 9) Clerk: someone who works in a shop.
- 10) Consumer: person who buys things.
- 11) Cost: amount paid to produce a good or service.
- 12) Income: the money you make.
- 13) Jingle: a song in an ad.
- 14) Price: amount of money that consumers have to give to buy something.
- 15) Sale: when you sell something.
- 16) Savings: all the money you have saved.
- 17) Value: amount of money something is worth.

# ADJECTIVES

18) Cheap: low price.

19) Expensive: something that costs a lot of money.

20) Affordable: something that you have enough money to buy.