

A

- /'mɑ:kɪtɪŋ/
- /praɪs/
- /'prɑ:dəkt /'prɒdɑkt/
- /brænd/
- /prə'məʊʃn/
- /'ædvətaɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:z/
- /'slæʊgən/

A

- marketing
- advertising
- price
- place
- product
- promotion
- value
- slogan
- media
- brand

B

- /'mɑ:kɪtɪŋ/
- /praɪs/
- /'prɒdʌkt /'prɒdʌkt/
- /brænd/
- /prə'məʃn/
- /'ædvɜ:təɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:z/
- /'slæʃgən/

/'bæriə/

[lɔ:ntʃ]

/'væljəbl/

/'pri:miam/

/'spansə(r)ʃip/'spɒn-]

/bɒm'ba:d/

/'kən'sistənsɪ/

/'kən'sju:mə/

/'prə'məʊʃn/

/ə'pi:l/

/'ædvətaɪz/

/'kwɒlətɪ /'kwɒ-/

/'bæriə/ **BARRIER** /kən'sju:mə/ **CONSUMER**
[lɔ:ntʃ] **LAUNCH** /prə'məʊʃn/ **PROMOTION**
/'væljəbl/ **VALUABLE** /ə'pi:l/ **APPEAL**
/'pri:mɪəm/ **PREMIUM**
/'ædvətaɪz/ **ADVERTISE**
/'spənsə(r)ʃɪp/'spɒn-] **SPONSOR**
/'kwɒlətɪ /'kwɒ-/ **QUALITY**
/kən'sɪstənsɪ/ **CONSISTENCY**

Phonetics

Match column A with column B

B

- /streŋθ/
- /'wɪ:kniːs/
- /θret/
- /,ɑpər'tju:nəti/
- /fai'nænsɪ/
- /'mɪʃn/
- /kɔː/
- /,kɒmpɪ'tɪʃn/
- /'strætɪdʒɪ/
- /plæn/

Phonetics

Match column A with column B

A

- financial
- core
- plan
- strength
- strategy
- mission
- opportunity
- competition
- weakness
- threat

B

- /streŋθ/
- /'wɪ:kniːs/
- /θret/
- /,ɒpər'tjuːnəti/
- /faɪ'nænsɪ/
- /'mɪʃn/
- /kɔː/
- /,kɒmpɪ'tɪʃn/
- /'strætɪdʒɪ/
- /plæn/

Exercises:

b) Which English words are pronounced as they are transcribed here?

a) baik

b) bædʒ

c) endʒɔi

d) feis

f) main

g) tʃeindʒ

h) fip

Exercises:

b) Which English words are pronounced as they are transcribed here?

- | | |
|------------|--------|
| a) baik | BIKE |
| b) bædʒ | BADGE |
| c) endʒɔɪ | ENJOY |
| d) feɪs | FACE |
| f) maɪn | MAIN |
| g) tʃeɪndʒ | CHANGE |
| h) ʃɪp | SHIP |

Exercises:

- a) catch [kætʃ]
- b) doubt [daʊt]
- c) gem [dʒem]
- d) measure [meɪʒə]
- e) noise [nɔɪz]
- f) shy [ʃaɪ]
- g) thought [θɔ:t]

Exercises: write the following sentences in regular English spelling:

a. noam tjomski iz e lingwist hu titfəz æt ɛm aj ti

b. fonetiks iz ðə stʌdi əv spi:tʃ sawndz

c. ɔl spokən læŋwidʒəz juz sawndz prodʒʌst baj ðə
rispairətəri sistəm

d. sʌm pipəl θiŋk fonetiks iz veri intərəstɪŋ

Exercises: write the following sentences in regular English spelling:

- a. Noam Chomski is a linguist who teaches at MIT
- b. Phonetics is the study of speech sounds
- c. All spoken languages use sounds produced by the respiratory system
- d. Some people think phonetics is very interesting

Exercises: write the following sentences in correct English spelling:

a) ðə rʌnər krɒst ðə fɪnɪʃɪŋ laɪn/

b) kən aɪ li:v maɪ bækræk æt rɪsepʃən/

c/red ɪz maɪ feɪvrət klər/

d) ʃi ɪz veri ɪntrəstəd ɪn ɪnvairənməntəl ɪfu:z/

e) /ði: ɪŋglɪʃ drɪŋk ə lɒt ɔv biə r/

Exercises: write a phonetic transcription of the following sentences in regular English spelling:

a) The runner crossed the finishing line

b) Can I leave my backpack at reception

c) Red is my favourite colour

d) She is very interested in environmental issues

e) The English drink a lot of beer