Angol dolgozat

1. Szavak

bedsit, bedsitter	garzonlakás
maisonette	stúdiólakás, bérlakás
multi-storey house	emeletes ház
damp	nyirkos
functional	rendeltetésszerű
impersonal	személytelen
littered	tele van zsúfolva
open-plan	egyterű
pavement	járda
picturesque	festői szépségű
prime location	előkelő hely
sparsely furnished	gyéren bútorozott
en suite	fürdőszobás
corridor	folyosó
hall	előszoba
porch	tornác
utility room	mosókonyha
ornament	dísztárgy
washbasin	mosdókagyló
bed linen	ágynemű
bedside table	éjjeliszekrény
cushion	díszpárna
assemble	összeszerel
do up	rendbe hoz
amenities	komfort, felszereltség
evict	kilakoltat
fall behind with	bérleti díjjal elmarad
I live at 1 King Street, flat 1.	A King utca 1. szám alatt az 1-es számú lakásban lakom
inhabitant	lakos
outskirts	peremváros
pay up front	előre kifizeti a teljes összeget
place a deposit	letétbe helyez
removal van	költöztető furgon

2. Reklámok
   a. Purpose
      - to inform
        You let customers know that your new product exists.
      - to persuade
        You try to convince your target audience that your product is better than the rest.
      - to remind
        You must remind your customers that your product is the best.

b. Effective techniques
   - Appealing to our emotions
   - Using our fears
     If you don't buy our product something bad will happen to you.
   - Showing us a perfect world with beautiful and happy people, perfect families
   - Involving actors, singers or other role models. If your favourite celebs star in the advert, the product must be worth buying it. (Ed Sheeran)
   - Affecting our senses: sound effects, songs, smell taste
   - Creating adverts especially for kids – knowing that they will persuade their parents to buy the toys

c. Different types
   - Flyers / leaflet
   - Newspaper and magazine
   - Direct emails
   - Television advertising
   - Radio advertising
   - Podcast advertising
   - Mobile device advertising
   - Display advertising
   - Outdoor advertising
   - Slogan: An attention-grabbing statement used to advertise a brand's product or service

3. Village vs city life (még régi)

Village life	City life
It's more peaceful	There are more job opportunities
There are some jobs (farmer, bartender)	Supermarkets are available
There' less chance that crime happens	There is more accommodation
It's safer than the city	The shops are cheaper
You can grow your own vegetable	There are more festivals
There are only primary and nursery schools	There is a Taxi service
There is less pollution	There are more entertainment facilities
People walk or use their bikes	There are better roads
Everybody knows everybody	There is public transport

4. Flat vs detached house (még régi)

Flat	Detached house
The flat is smaller	They are usually bigger than flats. They can have 2 floors
It's easier to clean	It's harder to clean. You have to work in the garden, clean the shed
It's more affordable.	The utility costs are higher
Most of them are in the city centre	Most of them are in the countryside, outskirts
The neighbours are closer so there can be more conflicts	The neighbours are further from you