**1. Choose the correct answer from the words in *italics*.**

1. What kind of image would your company like to *project* / *show*?

2. What sort of reputation do you or your company *hold* / *have*?

3. Is there anything about your company that always *forms* / *creates* a good impression for new customers?

4. In your line of work, how important is it for you to *build* / *assemble* a relationship with customers or clients?

5. Have you ever *experienced* / *taken* an instant dislike to anyone you met in the course of your work? What were the reasons for this?

6. How do you think you *come* / *go* across to people you meet for the first time?

**2. Match each of these adjectives from the audio to an adjective with a similar meaning from 1-12.**

*expensive ineffective arrogant trustworthy*

*suspicious complex functional modest*

*ostentatious successful wary favourable*

1. reliable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. costly: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 9. simple: \_\_\_\_\_\_\_\_\_\_\_\_\_

2. unsuccessful: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6. mistrustful: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 10. effective: \_\_\_\_\_\_\_\_\_\_

3. showy: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 7. practical: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ 11. over confident: \_\_\_\_\_\_\_\_\_\_\_

4. positive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 8. complicated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 12. cautious: \_\_\_\_\_\_\_\_\_\_\_\_

**3. Take another look at the adjectives in 2. and answer the questions.**

1. Which of the adjectives in 2. are positive and which are negative? Explain your choices.

2. Using as many of the adjectives as possible, discuss what makes an effective website in your culture.

3. What aspects of a website would give a negative first impression?