

2 TRUE OR FALSE

	T	F
Advertising gives people information about a product or a service.	✓	
Slogans are always connected with an ad.		✓
Newspapers, magazines and the Internet belong to the group of print media.		✓
Only a small part of a newspaper is made up of ads.		✓
You can find newspaper ads only in one section of the paper.		✓
Magazines have better paper and a better printing quality than newspapers.	✓	
Mail order companies are companies that send leaflets to people.		✓
Local advertisers put a lot of their advertising on the radio.	✓	
Electronic billboards are the most expensive kind of outdoor advertising	✓	
Sometimes certain products appear on TV shows.	✓	
A spam is an email that a person hasn't asked for.	✓	
Market researchers make the designs for ads.		✓
Tobacco advertising is allowed in America but not in Europe.		✓
Advertising goes back to ancient Greece	✓	
The invention of the printing press made advertising cheaper.	✓	
The first advertising agencies came up in America in the 1950s.		✓
One of the advantages of the advertising industry is that it creates new jobs.	✓	
Children are often the main target of advertisers.	✓	

3 MATCH THE WORDS WITH THE DEFINITIONS

A	announcement
B	cartoon
C	slogan
D	promise
E	headline
F	elevator
G	choose
H	advantage
I	nationwide
J	on sale
K	publish
L	income
M	banner
N	commercial
O	repeat
P	brand
Q	research
R	transit
S	flyer

C	a short phrase that is easy to remember
L	the money a person gets when they work
S	a sheet of paper that tells people about a product
F	machine that takes you from one floor to another in a building
I	in the whole country
A	an important and official statement
O	to do something again
K	something that is written, printed and sold
M	an ad that is shown over the top of a web page
B	a short film that is made up of many drawings or pictures
H	the good side of something
Q	to find out information about something or someone or what people do
E	title of a newspaper report that is printed in large letters
R	a system for moving goods or people from one place to another
N	an ad on television or radio
J	something that a shop sells
G	to decide which one you want
P	type of product made by a company
D	to tell someone that you want to do something

4 MATCH A PART OF EACH SECTION TO MAKE A FULL SENTENCE !

Billboards are owned	that can be used	of their papers
An ad could try	a lot of people	shop windows
Product placements are ads	commercials	that rent them to advertisers
Some ads use slogans	send information	a candidate for president
Newspapers sell advertising space	in charge of creating	can advertise the product best
Advertisers often broadcast	that appear	only to a certain group of people
Some mailing lists	by companies	many times a day.
Television can reach	to make voters choose	very quickly
Many stores have their own department	which type of media	in a TV show or series
It is very important to find out	in all sections	over and over again

An ad could try to make voters choose a candidate for president.

Some ads use slogans that can be used over and over again.

Advertisers often broadcast commercials many times a day.

Newspapers sell advertising space in all sections of their papers.

Some mailing lists send information only to a certain group of people.

Billboards are owned by companies that rent them to advertisers.

Television can reach a lot of people very quickly.

Product placements are ads that appear in a TV show or series.

Many stores have their own department in charge of creating shop windows.

It is very important to find out which type of media can advertise the product best.

6 FILL IN THE BLANKS WITH WORDS FROM THE BOX

Advertising tells people about products and services and tries to make them buy a product. Ads do their jobs in many different ways. Headlines are words in big letters that try to get the attention of the readers. Some ads use slogans or catchy phrases that are easy to remember. Advertising agencies often get a famous person, like an actor or athlete, to talk about a product. Cartoon characters are often connected to a certain product and become famous with it.

One of the most important techniques of advertising is repetition. Ads are broadcast many times a week for weeks or months. When people see them they might want the product.

Advertising is often done by special firms. First they try to get information about the buying habits of their customers- who buys a certain product and why. The age, sex and social status of a consumer are also important.

The people in the creative department develop ideas and themes. They prepare images, photos and text and decide where the ad should appear.

appear
athlete
attention
broadcast
cartoon
catchy
consumer
creative
customers
decide
develop
famous
habits
headlines
product
remember
repetition
services
special
status



