


LISTENING

A  **12.1 Listen to a radio show about the history of advertising. Complete the sentences with one or two words in each gap.**

- 1 An early form of advertising existed in _____ where a person shouted out about products in the streets.
- 2 More products started to be made during the _____ and these needed to be advertised.
- 3 The most popular forms of _____ in the 20th century were the TV and radio.
- 4 TV commercials in the 1970s attracted very large _____.
- 5 Nowadays, well-known people sell products on their _____ accounts.

VOCABULARY

A Unscramble the words to complete the sentences.

- 1 The Federal Trade Commission **ermodve** the ad from billboards. _____
- 2 Have the ASA **abendn** that offensive ad yet? _____
- 3 There were a lot of **lamiptnsco** about the ads for that car. _____
- 4 You will have to ask for **psnesimior** to display that ad. _____
- 5 The company was **ricciditze** for using images that had been photoshopped. _____

B Complete the words in the sentences. The first letter is given and there is one space for each letter.

- 1 We need to identify the t _____ market for this product.
- 2 Have you designed a l _____ for this cola drink yet?
- 3 I'm trying to come up with a s _____ for the product—I want something that people will remember.
- 4 We are going to l _____ the product on social media next month.
- 5 One of your jobs will be to manage the b _____ for all our advertising campaigns.

C Choose the correct answers to complete the sentences.

- 1 **Whereas** / **Although** we asked for permission, we weren't allowed to show the movie.
- 2 Very sugary products, **for instance** / **such as** soft drinks and candy, should not be advertised during kids' movies.
- 3 **Due to** / **Although** the number of complaints, the ad was removed from billboards.
- 4 He appeared in many TV commercials **as well as** / **in addition** movies.
- 5 He joined a bigger agency **as a result** / **instance** of his successful advertising campaign.

GRAMMAR

A Check (✓) the correct sentences. Rewrite the sentences that have mistakes. There is at least one correct sentence.

1 Hundreds of complaints have been made about this ad.

2 This commercial banned last year because it was offensive.

3 By then, the TV commercial had shown hundreds of times.

4 The advertising industry is control by an organization called the ASA.

5 New forms of advertising are being developed in the digital age.

B Complete the sentences with the correct comparative or superlative forms of the adverbs from the box.

loudly slowly successfully well widely

1 A slogan set to music will be remembered _____ than one that isn't.

2 The actor needs to talk _____ than that or no one will understand him. He speaks too fast!

3 The person who could shout _____ got the job as town crier in ancient Athens.

4 The ad was shown _____ on social media than on television.

5 The idea was used _____ in schools.

C In each pair of sentences, there is one correct and one incorrect sentence. Check (✓) the correct sentences.

1 The agency has criticized for using offensive images.

The agency has been criticized for using offensive images.

2 This group used the idea the more effectively.

This group used the idea the most effectively.

3 The ad was banned across Europe.

The ad they banned across Europe.

4 We will need to manage our budget more carefully this time.

We will need to manage our budget more careful this time.

5 This slogan is use by a famous German car manufacturer.

This slogan is used by a famous German car manufacturer.

READING

A Read the text. Choose *True*, *False*, or *NS* (not stated).

Advertising and our changing society

The history of advertising is very interesting for a number of reasons. Not only does it show the different kinds of products that people bought and sold over the years, but the way these products have been advertised can also tell us a lot about society itself.

Looking back at the advertising industry over the past 100 years, we can learn about what society found acceptable. In the early 20th century, cigarettes commonly had ads which are now banned completely in the developed world, due to the fact that cigarettes are so damaging to our health. It is now much more difficult than it was in the past to advertise products that are harmful or dangerous, even if they are legal.

Another development has been in the methods that advertising companies are allowed to use in order to sell products. They cannot make inaccurate claims about their benefits and must show that they are truthful and fair. This means for instance that a model cannot be photoshopped to make a hair or beauty product seem more effective than it is.

Another issue in the past has been advertising aimed at children. Advertisers soon realized that children have what is called “pester power,” which is the ability to constantly ask their parents to buy them something until the parent buys it just to keep the child quiet. Advertising authorities now limit the kinds of advertising that can be targeted at children.

Advertising agencies have also often received criticism for the way women are shown in advertising. A lot of advertising is aimed at women, especially for anything related to cleaning homes or the diet industry. Women’s groups have complained that this helps to encourage ideas that only women clean or that women need to diet. Advertisers now use more images of men doing things like washing clothes and looking after children. In previous decades, these kinds of images might have been shocking, which just shows how much our society has changed. Ads are a fascinating window into how we lead our lives and are a historical record of our society and culture.

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|--|-------------------|
| 1 The history of advertising is a reflection of society. | True / False / NS |
| 2 Some legal products are not allowed to be advertised. | True / False / NS |
| 3 No type of ad can use photoshopping. | True / False / NS |
| 4 Advertisers are no longer allowed to target children at all. | True / False / NS |
| 5 People complain about the way men are shown in ads. | True / False / NS |

