UNIT 7 TEST

Writes different types of texts

Reflects and evaluates the form, content and context of the written text

- Uses the conventions of written language as complex grammar and spelling devices that give clarity and meaning to the text.

Grammar

1 Complete the text with the causative use of have and the correct form of these verbs.

iron • manicure • redecorate • redesign • restyle

My friend Valerie is a computer technician. She earns a lot of money but she doesn't have much time to do things for herself. She sends her clothes to be washed and even (1) ……. her clothes ……. . On Monday she (2) ……. her nails ……. . Last year she (3) ……. someone ……. her house completely. Next year she is going to (4) ……. someone ……. her garden. At the moment, she (5) ……. her hair ……. However, she does this so that she has more time to spend with her family!

2. Complete the text with the correct passive or active form of the verbs given.

Peer-to-peer marketing (1) ……. (employ) at present by companies to enable them to advertise for free. Viral marketing is now one of the most popular forms of peer-to-peer marketing. Viral advertising (2) ……. (use) for many years, but companies using this method are now targeting children as young as four years old. Parents want their children (3) ……. (keep) entertained, and also educated, and so often let them spend a lot of time watching TV. Young children can't help (4) ……. (attract) to the colourful images and catchy tunes. When playing games on the computer, both online and offline, older children (5) ……. (show) a series of advertisements. The purpose of these adverts is for children to subconsciously associate them with the game they (6) ……. (play). According to statistics, last month an estimated 2,500 adverts (7) ……. (click on) by children ranging from seven to 13 years old. Parents are naturally concerned about this but unless the law (8) ……. (change) by governments, these techniques (9) ……. (continue) without doubt. The best thing we can do is (10) ……. (educate) our children and give them strategies for dealing with these unwanted adverts

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Vocabulary

3. Complete the text with these words. There are three extra words

adverts • banners • billboards • brand campaign • label • publicity • word-of-mouth

This week, pop superstar Maxine has appeared in a number of (1) ……..…. displayed on giant (2) ……..…. situated on roads leading into all major cities. It's part of a marketing (3) ……..…. for a new perfume called 'Simply…Be'. This particular (4) ……..…. name has come in for criticism for being too similar to other rival products. Coincidentally, Maxine has also just released her seventh studio album so the (5) ……..…. will do her no harm at all.

4. Complete the article with the correct form of the words given.

How to design the perfect advert

Before you even start thinking about designing the perfect advert you need to think about your customer and who they are. Having a well-defined target market is your first (1) ……..…... (object). For this you will need to do some (2) ……..…... (effect) market research. Once you know who you are aiming at, you can start to make (3) ……..…... (decide) about which media to use. Regardless of which media you decide on, your message must be honest. The public can see through empty promises, and negative word of mouth is ten times as (4) ……..…... (power) as positive word of mouth. So, what do you say? Well, attention spans are not what they used and you'll be (5) ……..…... (luck) if anyone actually watches your advert completely, so you must maximise every second of your potential customer's valuable time. Here are some tips. • Say something (6) ……..…... (origin). Nobody will give you any credit if they have heard your line before, so be (7) ……..…... (predict). • Use humour. If you can be extremely (8) ……..…... (fun) then your message is sure to be talked about. • Ask an interesting question or make a statement that arouses curiosity, for example: 'When are you really going to get fit?' or 'This man learned six languages in eight months.' • To make an (9) ……..…... (instant) impact, use a great image. They say 'a picture is worth a thousand words' so select the right image very carefully. • Finally, always let the customer know how they can get your wonderful product. If you don't, it does not matter how (10) ……..…... (create) your advert is, it will all be a waste of time and money

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