Gapped text

1 **Read the title and first paragraph of the text to become familiar with the topic.**

How adverts persuade you to buy

Advertisements work in different ways according to how they have been developed. Of course, the objective is the same – to persuade you the consumer to purchase the product – but the techniques employed vary a great deal.

Some adverts are designed to appeal directly to your emotions, both positive and negative. [1] The suggestion being that if you do so, you will end up as satisfied as them.

On the other hand, witnessing pain and suffering can play on your feelings just as effectively. Showing someone with a heavy cold, who gains instant relief from the product in question, should register in your memory that this is the remedy to seek out the next time you are sneezing helplessly. [2] In this particular case, the advert would be shown during the peak period of winter illness.

A totally different approach that is adopted for certain adverts, relies on convincing the consumer by means of real scientific evidence or statistics. [3] This appeal to reason appears to be highly effective where personal health and fitness is concerned.

2 **Now read the second and third paragraphs. Decide which sentences fit in gaps 1 and 2, choosing from A–C. Use the underlined words to help you.**

A Another proven technique involves featuring a celebrity giving a personal recommendation for their chosen brand.

B It goes without saying, that commercials like this one are only broadcast at certain times of year.

C A sunny image of smiling teenagers enjoying their favourite soft drink by the pool may well persuade you to follow their example.

D By releasing such an impressive set of facts about this special ingredient, the advertiser expects you to commit to the dish without a second thought.

E So, the orange juice providing 75% of your daily requirement of vitamins will be bought in preference to another soft drink where no such claim is made.