LANGUAGE PRACTICE **2nd YEAR-2020-**

PASSIVE VOICE AND TENSES

0 That advert came out last year. It *was designed* (design) specifically for teenagers.

1 More and more online adverts _____ (create) all the time. In the future, everyone _____ (will / target) online individually by advertisers.

2 The advertising campaign _____ (develop) at the moment. When I left the meeting, a new idea _____ (shown) to the company manager.

3 In the early days of advertising, pictures and symbols _____ (use) because many people couldn't read. Today, pictures and symbols _____ (use) to represent the character of the company.

4 These boots _____ (give) a special waterproof treatment. They _____ (can / wear) in the rain.

5 Before 1836, adverts _____ (not print) in newspapers. Adverts _____ (have to / include) in newspapers now to reduce the price.

6 Papyrus, an early form of paper, _____ (use) by the Ancient Egyptians for advertising. Since then, millions of adverts _____ (design).

7 These trousers _____ (have to / dry-cleaned). They _____ (can't / wash) in the washing machine.

8 That advert is on the side of fifty buses. It _____ (read) by lots of people right now. It _____ (see) by hundreds of people every week.

9 That advert _____ (show) on television for the first time yesterday. It _____ (not show) before yesterday.

10 When I arrived at the meeting, the new advert _____ (discuss). When it's ready, it _____ (will / print) in sports magazines.