

Advertising

Listen to the audio and fill in the blanks by dragging the answers to the blanks.

ads	advertising	advertises	airline
telling the truth	lying	commercials	behaviour

What is advertising? Is it _____
or is it making things look better than they really are? Or is it _____?
Companies pay a lot of money for _____. Some of the ads you see
in glossy magazines look like art. The _____ on TV look like mini
movies. Do they really change our _____? Do adverts make you buy
things? I think some _____ is a form of lying. Is BMW really "The
ultimate driving machine" like they say in their ads? British Airways used to say
they were "The world's favourite _____," but had to stop saying it
because it wasn't true. Personally, I get tired of watching ads on television. They
always interrupt a good programme. I like _____ in magazines.
They're usually quite interesting.