GE8 UNIT 4 ADVERTISING 2A

1. **Read and complete the text using the words in the box:**

slogans	social media	brand loyalty	target audience
electronic ads	advertising	pop-ups	hoardings
celebrity endorsement	advertisements	advertising campaigns	print media

In the world of _____, various tactics are employed to capture the attention of the _____and promote products effectively. From traditional _____ like magazines and newspapers to modern digital marketing strategies, the landscape of advertising is diverse and dynamic. _____ is a popular approach used to leverage the influence of well-known personalities to endorse products and build _____. Catchy short _____and compelling adverts are the core of successful_____. In the digital realm, _____ and _____ on websites and _____ platforms such as Facebook and Instagram play a significant role in reaching a broader audience. Moreover, outdoor advertising through _____strategically placed in high-traffic areas can also make a lasting impact. Through a mix of traditional and innovative approaches, advertisers strive to create engaging _____that leave a lasting impression on consumers and drive success for their brands.

2. ***Prepositions preceding nouns- Reflexive pronouns:*** *Read and choose the correct answer:*

I only bought this fancy dress because it was _____sale. I got a $30 discount on it.

a. for **b.** off **c.** on **d.** out of

The biggest house on the street is _____ sale now. The owner wants to move to another city.

a. for **b.** off **c.** at **d.** out of

Louis, your favorite sports car is _____ half price now. This special offer is _____ one week only, so we should decide if we really want to buy the car.

a. on- for **b.** off- in **c.** at- for **d.** for- for

Do you know that this week you can get _____ 30% off all the household and cleaning items?

a. at **b.** up to **c.** for **d.** to

We were amazed by the range of products _____ offer in this small convenient store.

a. at **b.** up to **c.** on **d.** to

Today we have a special offer of three loaves of bread _____ the price _____one only.

a. on- of **b.** for- off **c.** at- to **d.** for- of

LIVEWORKSHEETS

Our new washing machines are _____ sale this week! A 25% discount is available _____ all models in the store!"

a. to- on **b.** at- of **c.** for- at **d.** on- on

The soft drinks are on sale _____ aisle number 6.

a. at **b.** in **c.** for **d.** on

We went _____ a walk around the block to get some air.

a. for **b.** on **c.** of **d.** in

They are going _____ a field trip to the national park next week.

a. for **b.** on **c.** of **d.** in

Did they get here _____bus or _____foot?

a. on-by **b.** in- by **c.** on- in **d.** by- on

Carla did everything _____her own as no one wanted to give her a hand.

a. by **b.** to **c.** in **d.** on

I met Jack 97 _____ chance_____ the way to the museum.

a. by- of **b.** by-on **c.** of- in **d.** on- on

Did you do that _____purpose or _____ accident?

a. in-by **b.** by- at **c.** on- by **d.** of- in

Be careful about what you post _____ social media as the information can be used to harass you.

a. in **b.** by **c.** on **d.** at

The hotel is nothing like the one shown ____ the advert _____ the magazine.

a. in-on **b.** on- in **c.** in-in **d.** at-on

Let's go to bed. There's nothing good _____ TV tonight.

a. in **b.** of **c.** on **d.** at

Babi and Cristo, stop playing with that trolley! You'll hurt _____.

a. themselves **b.** yourselves **c.** yourself **d.** himself

We always treat _____ to a nice dessert at the weekend.

a. themselves **b.** yourselves **c.** ourselves **d.** herself

Anna doesn't need your help. She can do everything _____.

a. themselves **b.** himself **c.** ourselves **d.** herself

Most customers like to take their time and choose fruit and vegetables _____, so you don't have to do anything.

a. themselves **b.** himself **c.** ourselves **d.** herself

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3. Complete the text with the verbs in brackets. Choose between **active and passive form**, and **present or past simple tense**.

The new advert ***was filmed*** (film) at the Taj Mahal, which _____(locate) in Agra, in India. It is a magnificent palace which _____(build) in the seventeenth century. The Taj Mahal _____(name) a UNESCO World Heritage Site in 1983 and it _____(attract) around 8 million visitors a year, so the film crew _____(allow) access to the site before it opened for the day. The start of filming _____(delay) by a couple of days due to bad weather. But eventually, on the third day, filming _____(start) just after sunrise. The building _____(make) entirely of white marble and _____(say) to be one of the Seven Wonders of the World. It looks amazing in the early morning light and creates the perfect backdrop for the ad.

4. You are going to read an article about advertising in public places. For questions **1-10**, choose from the people (**A-D**). The people may be chosen more than once.

A Rob Stevenson, lorry driver

The main problem is that the location of posters can be a safety hazard if they block your view of junctions or road signs. I'm not distracted from driving by the content so much, just by the fact that a poster is there. I've no time to read them or study them, though the names of products must stick in your memory. Posters in fields get a lot of attention because you certainly notice them as you drive down the motorway. They must be a bonus for the farmer who gets an income from them, but I suppose they do make a bit of a mess of the rural environment. On the whole, there aren't too many posters on the roads – not compared with some countries I've driven through.

B Josie Pelham, cabin crew

Walking through airports in uniform, I tend not to look around too much. That's because I run the risk of being asked questions by confused passengers who mistake me for ground crew, but helping them is not my job. But adverts in airports have a captive audience because people end up hanging around waiting for delayed flights in lounges or at boarding gates, so in those places they must work well for the advertisers. When travelling, an amusing advert can brighten up my day, but I do tend to see endless dull adverts for banks round the airport and they don't fit into that category! Planes

Which person says that advertising

1. can be uninteresting if there's a lack of variety?
2. has a mostly negative impact on the urban landscape?
3. can damage the appearance of the countryside?
4. may be a waste of energy resources?
5. can lead to a break of concentration in a job?
6. should not be allowed in certain public places?

LIVEWORKSHEETS

are even being painted externally to carry advertising. I saw one decorated to advertise house music in Ibiza. How cool is that?

C Damian Stenton, lawyer

To be honest, I can take or leave street advertising – I don't pay it much attention and posters aren't that obtrusive. I don't even mind posters in the countryside, though I know that's an issue for some groups in society. Some of the paper posters are being replaced by TV screens. I guess that enables the company to make more money, as they can switch adverts easily – and it also saves paper. But it's rather environmentally unfriendly as each advertising screen obviously has to be powered by electricity. At a time when we're all being urged to cut down on consumption of precious resources, putting up TV screens everywhere seems rather counterproductive.

D Danni Rochas, interior designer

I often feel surrounded by posters and advertising, it seems to be taking over our city. I am reminded of an episode of *The Simpsons* where the town's outdoor advertising comes to life and hunts down the residents. I'm resigned to the fact that posters are 'necessary' commercialisation, but I find them less annoying when they 'give' something positive in exchange for being such an intrusive presence on the urban landscape. Occasionally, though, advertisers find a new angle on an issue that's really thought-provoking and that must be positive. So maybe I'd prefer it to exist rather than not.

E Naomi Hesketh, student

I try to walk straight past most posters as if they weren't there, but some do manage to grab your attention nonetheless. I really like those that are colourful or imaginative. I think advertising allows lots of clever people to reach a wide public with their ideas, and we all benefit from that. Why would you even look at a boring poster? I think production values are important, too, in making you trust the advertiser. I agree with banning posters from parks and on historic buildings, but there's nothing wrong with them in shopping streets and main roads. They make the environment brighter.

7. can be a source of potential danger?
8. can sometimes make you feel better?
9. is good if it makes you think about something?

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