

*Прочитайте текст. Из каждой строки (B9–B18) выпишите ОДНО лишнее слово.*

- B9.** The world of advertising is changing. Lots previous generations liked clever adverts  
**B10.** which were made them laugh. Today's 15–24 year olds don't want to spend time working  
**B11.** out what do adverts mean. They want less complicated adverts than their parents did  
**B12.** So adverts are now shorter enough with only one or two scenes. Posters are bigger than  
**B13.** they used to be and their messages ore more clearer. Teens think that an advertised  
**B14.** product is better than each other products because the company has money to spend  
**B15.** them on advertising. Using famous people in adverts is very popular because a lot  
**B16.** of young people really believe that the stars use the products what they advertise.  
**B17.** Adverts change more frequently such as well. Nowadays, one successful advert  
**B18.** has used for a year is not enough – new ones are produced every few months.