

**A** Choose the correct option to complete the sentences.

- 1 An external move towards inclusivity in a company *was only / would only* be important as long as an internal change within the company was also occurring.
- 2 Stereotypes in advertising are OK provided the people *will be / being* stereotyped don't mind it.
- 3 Companies *aren't / wouldn't be* willing to change advertising campaigns that aren't inclusive unless people complain about them.
- 4 Supposing technology *hadn't developed / wasn't being developed* so quickly, we might not have had the ability to connect with people from other cultures and backgrounds.
- 5 Everyone has the ability to change their negative perception about something as long as *they're / they would be* willing to open their mind and learn about it.
- 6 Research gathered from focus groups should be considered as unreliable unless it *is / would be* collected from a diverse and representative group of people.
- 7 Supposing I was to watch something that wasn't a true reflection of a diverse society, I *would / will* do something to try and change it.
- 8 I'll still continue to use a brand that portrayed negative stereotypes in their branding in the past, provided I think *they've / they will have* learned and adapted since then.