UNIT
6 Grammar Alternative conditional forms

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.

LIVEWORKSHEETS