

A Read the text below and decide which answer A, B, C or D best fits each space.

ADVERTISING

In this day and age, advertising is big business. It (1) _____ a lot of effort into effectively (2) _____ the public about a product or service. Advertisements are introduced through a (3) _____ of means. Companies can choose (4) _____ the print media, television, radio or even huge lit-up billboards that (5) _____ put up around our cities and which (6) _____ that we buy this type of ice-cream or that type of trainer. Advertising companies use a number of techniques to attract our attention, including stunning photography, eye-catching graphics, jingles or clever (7) _____. (8) _____, companies may employ famous people like film stars to (9) _____ their products.

However, many governments have introduced rules and regulations that advertisers must follow. These codes of conduct (10) _____ that advertisers don't make exaggerated claims or offend certain groups of people. In some countries, advertisements can be displayed only in specific areas. (11) _____, some countries do not (12) _____ of the advertising of certain products, like tobacco, so they don't allow such advertising at all.

1	A sets	B puts	C lays	D does
2	A introducing	B explaining	C informing	D mentioning
3	A variety	B choice	C collection	D selection
4	A from	B between	C through	D throughout
5	A have been	B have	C had been	D had
6	A mean	B approve	C suggest	D consult
7	A descriptions	B comments	C reports	D announcements
8	A To be more specific	B Yet	C Not only	D What is more
9	A recommend	B suggest	C advise	D propose
10	A reassure	B insure	C ensure	D confirm
11	A Furthermore	B Nevertheless	C Otherwise	D Likewise
12	A accept	B admit	C agree	D approve