

**A** You are going to read a text about the psychological effects of shopping. Some words are missing from the text. Write the missing words in the gaps (1-7). Use only one word in each gap. There is an example (O) at the beginning.



## Shopping: Does it pick you up?

A survey says the majority of women buy products, mainly clothes and accessories, simply for (O) \_\_\_\_\_ the emotional excitement of the purchase. If you are among those people who can't resist the emotional buzz of shopping, you are (1) \_\_\_\_\_ to find the following findings pretty uncomfortable.

The survey found that for most women it is not the wearing of the clothes that makes (2) \_\_\_\_\_ feel good but mostly the purchase. (3) \_\_\_\_\_ than 40% of women admit to having up to five items of new clothing (4) \_\_\_\_\_ their wardrobe with labels still attached. Getting ready to go out for shopping is enough to pump up your excitement levels, which rise further when you scan shop windows, and peak as (5) \_\_\_\_\_ as you have found the 'right item' to buy.

In contrast to women, the majority of men that (6) \_\_\_\_\_ part in the survey said that they never buy clothes to boost their mood. They are not as easily attracted by a fashionable item as women and on most occasions they look for a discount (7) \_\_\_\_\_ a bargain.

So what about you? Are you the type of shopper who does it for the excitement of it or do you go shopping when you really need something?

**B** You are going to read an article about the thrill of shopping. Some words are missing from the text. Use the words in brackets to form the words that fit in the gaps (1-7). Write the appropriate form of these words in the numbered gaps. There might be cases when you do not have to change the word in brackets. Use only one word for each gap. There is an example (O) at the beginning.

In our lives we are constantly bombarded by (O) advertisements (advertise) whose role is to make products (1) \_\_\_\_\_ (attract) enough so that people will want to buy them (2) \_\_\_\_\_ (immediate).

There has been a lot of (3) \_\_\_\_\_ (discuss) on the powerful effects of advertising. Are ads really useful? Are they (4) \_\_\_\_\_ (true)? And also, do the characteristics of the (5) \_\_\_\_\_ (produce) sound realistic? One wouldn't expect to find an easy answer to any of these questions, but the fact is that ads are (6) \_\_\_\_\_ (help) in letting people know what's new and also being aware of the (7) \_\_\_\_\_ (vary) of goods available.