



Name: \_\_\_\_\_

## QUIZ

Points: \_\_\_\_\_

### Unit 4\_ Qskills, Listening

Fill in the missing words



[Click here](#)

**Interviewer:** Mary Engle, can I start by asking a simple question? What exactly does the FTC do?

**Mary:** Well, we basically keep an eye on the world of advertising, and make sure that advertisers keep to the 'truth-in-advertising' laws. That is, that their adverts have to be truthful, first of all, and that they shouldn't \_\_\_\_\_ anyone.

**Interviewer:** Hmm. I see.

**Mary:** So of course any claims have to be based on \_\_\_\_\_. In the early days of advertising, companies could say what they wanted! I mean, ads for weight loss products, for example, were making claims that simply weren't true. Things are different now, though. These days advertisers have to be very careful when giving facts and statistics.

**Interviewer:** So, what areas do you focus on in particular?

**Mary:** Health... claims that are hard to prove such as the benefits of health products. And safety, of course. If a product says it's safe then it has to be safe! Also things like beauty products and environmental claims. Oh, and any ads \_\_\_\_\_ children, especially now that healthy eating is such a big issue. We just want to make sure that advertisers act in a responsible way, in these areas especially.

**Interviewer:** OK. But there's no national code, is there?

**Mary:** No, there isn't. The \_\_\_\_\_ are not different for TV, radio, and so on.

Basically, they are all aimed at the same thing: ads can't be deceptive or unfair. That means they shouldn't cause physical **injury** to the consumer, or financial injury, you know, where consumers lose money.

**Interviewer:** OK, and how do you find ads that break the rules?

**Mary:** Well, mostly people tell us! You know, members of the public, \_\_\_\_\_. They contact us about adverts they think are misleading. And we \_\_\_\_\_ ads ourselves, of course: TV, radio, magazines, newspapers, posters, leaflets, and so on. We don't see ads

before they come out, though. We can only act afterward. And we just deal with national advertising, so any local matters we refer to the state.

**Interviewer:** Right. Are there any famous cases where advertisers broke the rules?

**Mary:** Plenty! A few years ago a fast food chain actually claimed its food was a healthy choice! This clearly wasn't true, so we took action.

**Interviewer:** And what happens to advertisers who break the rules?

**Mary:** Sometimes we ask them to \_\_\_\_\_ the ad, as we did with the fast food chain. If they continue false advertising in violation of an FTC order, we can give fines up to \$16,000 a day. Sometimes more. There was a company selling weight loss vitamins a few years ago – they continued to make false claims after we ordered them not to, so in the end they paid \$2.6 million in fines. Other times advertisers may have to give customers a\_\_\_\_\_ or put another ad out to correct anything misleading. We call that "corrective advertising."

**Interviewer:** Hmm. And how have new forms of advertising affected your work?

**Mary:** Oh! It's a lot tougher these days. That's really challenging. It's so cheap and easy to advertise on the net or through social media. We find a lot of companies that don't know the rules about advertising. We're also getting ads in video games now, although that's mainly product placement rather than advertisers making claims.

**Interviewer:** What's product placement?

**Mary:** That's when a product appears in a game or a TV program. You know...a billboard in the background or where the star wears a watch or drives a car and it's \_\_\_\_\_ very visible. It's very common here in the States.

**Interviewer:** I've also heard of something called sub-viral marketing that's becoming very popular.

**Mary:** Oh, that's where a company will put a funny video or something on the Internet, which features their product, and they hope people will send it to their friends. More and more big companies are doing that, but they need to make it clear that it's an ad, or they're misleading people.

**Interviewer:** That's interesting. Well, thanks very much, Mary, for telling us about standards in advertising. It's been great.

**Mary:** You're welcome.

## Reading Comprehension

**DIRECTIONS:** Choose the best answer for each question.

### Addicted to Distraction

[A] David Strayer never texts or talks on a phone when he is driving. Strayer is a cognitive psychologist at the University of Utah who specializes in attention. His research shows that, when driving, using a phone can be as dangerous as drinking alcohol.

[B] Strayer and other scientists warn against multitasking. When we do many things at the same time, Strayer says, our brain becomes tired easily. We make mistakes and lose focus. Yet multitasking is increasingly common, especially on a phone or computer. Dr. Gloria Mark, a digital media researcher, has found that people in the United States switch tasks on their computers 566 times a day. This type of multitasking is especially common among teenagers. On average, a teenager spends between 7 and 11 hours a day in front of a screen - doing homework, texting, watching videos - often all at the same time.

[C] Phones, tablets, and laptops are all useful tools, and we may feel more productive when we use them. However, when we spend hours on digital devices - constantly switching between activities - our overall productivity decreases. Why?

[D] Many digital activities require high levels of concentration. When we text or email someone, for example, or even play games, we have to focus. When we do this, our brain uses energy. When we multitask - which is hard for the brain to do - we use even more energy. Excessive multitasking reduces our ability to think clearly and creatively, and to remember information. This, in turn, can result in stress.

[E] What is the best cure for our overstressed minds? David Strayer says the answer is simple: Spend some time in nature.

### A Natural Remedy

[F] Strayer and other scientists are studying nature's effect on our brains and bodies. When we are in natural environments, the prefrontal cortex (the brain's control center) relaxes. Studies show that when people can see trees and grass, they are calmer and do better in school. Indeed, people even relax when they look at *photos* of nature. Consequently, they do better on different cognitive tasks.

[G] Other psychologists are also studying "nature therapy." In a study at Chiba University in Japan, 84 subjects went for a 15-minute walk in seven different forests. The same number of people walked around different city centers. Researchers then took blood from each person. The forest walkers had a 16 percent decrease in the stress hormone cortisol. In addition, they had a 2 percent drop in blood pressure and a 4 percent drop in heart rate. All did better than the city walkers. Lead researcher Yoshifumi Miyazaki has an explanation for these results. Our bodies relax in pleasant, natural surroundings, he says. Humans evolved in that environment, not in places with tall buildings and lots of traffic.

[H] Psychologist Stephen Kaplan and his colleagues have done similar research. In one study, people took a 50-minute walk in a public garden. In a test conducted afterwards, their short-term memory improved. When the same people walked on a city street, it did not.

[I] Kaplan says it is the visual details in nature - sunsets, streams, butterflies - that reduce stress and mental fatigue. We enjoy them without having to concentrate on them. This allows our brains to rest and recover from the stresses of modern life. "Imagine a therapy that was readily available, and could improve your cognitive functioning at zero cost," Kaplan says. "It exists: it's called 'interacting with nature.'"

1. What does *we* refer to in paragraph B?
  - a. psychologists
  - b. phone users
  - c. people in general
  - d. Strayer's team
2. According to research, what do Americans do 566 times a day?
  - a. send messages on their phones
  - b. watch videos online
  - c. change what they are doing on their computer
  - d. do school assignments
3. Where would you be most likely to read this article?
  - a. in a business textbook
  - b. in a technical guide
  - c. in an advertisement
  - d. in a health magazine
4. In paragraph D, which is NOT mentioned as a reason why multitasking results in stress?
  - a. We can't play games.
  - b. We lose creativity.
  - c. We don't remember well.
  - d. We use too much brain energy.
5. According to the passage, which of the following is NOT a good activity to reduce stress?
  - a. a walk in a forest
  - b. a walk in a city
  - c. looking at a picture of a forest
  - d. a walk in a garden

Write your answer here.

1	2	3	4	5

Thanks!