

Listening Comprehension Exercise

Module E

הקשיבו לשידור וענו על השאלות הבאות. עליכם לסמן את התשובה הנכונה.

REMOVING ADVERTISING BILLBOARDS* FROM CITY STREETS

1. What does John explain about advertising billboards in his first answer?

PUT A ✓ BY THE TWO CORRECT ANSWERS.

בשאלה זו יש לסמן שתי תשובות

- i) When they first appeared.
- ii) What they advertise.
- iii) What effect they have on drivers.
- iv) Which city roads they are found on.
- v) How they can be made more attractive.
- vi) Why many people don't like them.

2. According to John, what change has taken place in recent years?

סמנו את התשובה הנכונה.

- (i) Fewer companies are using billboards.
- (ii) The cost of billboard advertising has gone down.
- (iii) Cities now prefer Internet advertising.
- (iv) Cities today need more money.

3. COMPLETE THE SENTENCE.

בשאלה זו יש להשלים את המשפט

Sao Paulo and Grenoble are both mentioned as cities that

4. Why do some people want to keep the billboards on the streets? Give ONE reason.

COMPLETE THE ANSWER.

בשאלה זו יש להשלים את המשפט

Because they think that the billboards

5. What do we learn from John's last answer?

סמנו את התשובה הנכונה.

- (i) What new campaigns his group is planning.
- (ii) What his group is doing to get support.
- (iii) What his group has learned from other groups.
- (iv) How successful the different groups have been.

* billboards- שלטי חוצות