

## Advertising



Listen to the article and fill in the gaps.

What is advertising? Is it \_\_\_\_\_ truth or is it \_\_\_\_\_ things look better than they really are? Is it \_\_\_\_\_? Companies pay a lot of money for \_\_\_\_\_. Some of the \_\_\_\_\_ you see glossy \_\_\_\_\_ look like \_\_\_\_\_. The \_\_\_\_\_ on TV look like \_\_\_\_\_. Do they really change our \_\_\_\_\_? Do \_\_\_\_\_ make you buy things? I think some advertising is a form of \_\_\_\_\_. Is BMW really "The ultimate driving \_\_\_\_\_" like they say in their \_\_\_\_\_? British Airways \_\_\_\_\_ say they were "The world's \_\_\_\_\_ airline," but had to stop saying it because it wasn't true. Personally, I get \_\_\_\_\_ watching \_\_\_\_\_ on television. They always \_\_\_\_\_ a good programme. I like \_\_\_\_\_ in magazines. They're usually \_\_\_\_\_ interesting.

source: <https://listenaminute.com>