

**A** Complete the paragraph with *because, since, because of, for, due to, and the reason*. Then compare with a partner. (More than one answer is possible.)

MTV is one of the most popular television networks in the world. People love MTV not only ..... its music videos, but also ..... its clever and diverse programming. .... it keeps its shows up-to-the-minute, young people watch MTV for the latest fads in music and fashion. MTV is also well known ..... its music awards show. .... so many people watch it is to see all the fashionable guests. MTV even has reality shows. These shows are popular ..... they appeal to young people. .... MTV's widespread popularity, many teenagers have become less industrious with their homework!



**B** What reason explains the success of each situation? (More than one answer is possible.) Compare ideas with a partner.

### Situation

1. Nokia is a successful company .....
2. People love Levi's jeans .....
3. The BBC is well known .....
4. Huge supermarket chains are popular .....
5. People everywhere drink Coca-Cola .....
6. Apple products are famous .....
7. Nike is a popular brand of clothing .....
8. Many people like megastores .....

### Reason

- a. since prices are generally more affordable.
- b. due to its ever-changing product line.
- c. because they have always been fashionable.
- d. for their innovative designs.
- e. because of its informative programming.
- f. for their big choice of products.
- g. since it advertises worldwide.
- h. because the advertising is clever and entertaining.