

ACTIVITY 18
ADVERTISING

INDIVIDUAL WORK 26-10-20

AFTER YOU READ THE TEXT ABOUT ADVERTISING ANSWER THE FOLLOWING ACTIVITIES.

18.1 Match the words and phrases 1—5) to the definitions Look at A, B and C opposite to help you.

- 1 advertiser-funded programmes
- 2 audience
- 3 commercial break
- 4 daypart
- 5 free-to-air

a channels offered free to users, without subscription

b the population or target group viewing a television programme or an advertisement

c shows which are fully or partly paid for by an advertiser

d a broadcast time period e.g daytime: 0900—1630

e the time during which ads are shown between programmes

18.2 Complete the texts about TV and radio advertising using words from the Look A and B opposite to help you.

channels listeners programmes reaching station

TV plays a huge role in our lives and even in these days of 200-plus (1) _____
ITV continues to be the most watched* In 2005, a massive 885 of the 1 000 highest-
rating (2) _____ were shown on Ttv

Classic FM is the large commercial radio (3) _____ in the UK. (4) _____
Almost 6 million people every week. Most of the station's (5) _____ are not
connoisseurs of classical music and come to us because of the way of Classic FM
makes them to feel regardless of age, sex or income.

18.3 Make word combinations using a word from each box. Some words can be used more than once. Look at A B and C opposite and Appendix VITI on page 115 to help you.

Commercial
Reality
game remote
listening soap

prime TV
radio weather



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Break	opera	
channel	show	
control	station	
forecast	time	habits
TV		