

**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 I 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		