



RECUPERACIÓN DE TRAYECTORIAS EDUCATIVAS 2020

CURSO: 5º AÑO
PERÍODO: 2º TRIMESTRE - ACTIVIDAD 2
ENVÍO: MIÉRCOLES 04 DE NOVIEMBRE
ENTREGA: VIERNES 06 DE NOVIEMBRE

READING: ADVERTISING AND SHOPPING HISTORY

Complete the text with the words below:

luxury goods brand image endorsements classified ads displayed
billboards jingles slogan marketing campaign flyers

1 _____ for jobs appeared with the first newspaper in the 1600s, but until industrial production began in the late 1800s, most producers knew their customers and didn't need to persuade them to buy things. They simply 2 _____ their goods in the shop window, and if people needed something, they bought it! The first company to run a big 3 _____ was Pears Soap. Their new soap was one of the first 4 _____ and was very expensive. They got doctors to write 5 _____ of their soap and distributed them as 6 _____ in the street.

Then in 1886, they created the first international 7 _____ using adverts showing a painting by the popular artist Millais, called Bubbies. Suddenly, people all around the world knew the name Pears, and the 8 _____ they used "Good Morning! Have you used Pear Soap?" The pictures went in magazines and on huge 9 _____ in the new railway stations. Later, with radio came 10 _____ and today the soap appears in TV adverts in India where it is still very popular.