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## RECUPERACIÓN DE TRAYECTORIAS EDUCATIVAS 2020

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

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### 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.