

Complete each space in the text with a word formed from the word in CAPITALS.

A man takes a single (1) Spoonful of a substance and puts it in his mouth. Instantly he is transported to another world, a place of surreal visions and swirling colours. He rushes _____ (2) into this parallel universe.

SPOON

What is this (3) _____ compound with the power to induce such a mind-blowing trip? Is it some kind of drug that makes the user hallucinate? No, it's just a humble cereal ad on TV. The Fruity Wheat ad is the latest in a long line of _____ (4) ads whose imagery appears to draw on the effects of mind-altering substances. Colin Rees of the 'Stop TV Advertising' group, said: 'I find this and other such ads totally _____ (5) Take this stuff and

HEAD

TERRIFY

you will experience something out of this world - the _____ (6) of the ad seems clear to me. The companies who make them will say that any relation to drugs is just one _____ (7) of the advert, and not one that they _____ (8) When I complained about this ad, I was told that it didn't contain any _____ (9) messages. I thought that was a bit rich - I think the message in it is blatantly obvious! And I don't think we should be giving TV viewers any _____ (10) in that respect.'

CONTROVERSY

ACCEPT

IMPLY

INTERPRET

INTENTION

CONSCIOUS

ENCOURAGE