

**A** Read the text below and decide which answer A, B, C or D best fits each space.

# ADVERTISING

In this day and age, advertising is big business. It (1) \_\_\_\_\_ a lot of effort into effectively (2) \_\_\_\_\_ the public about a product or service. Advertisements are introduced through a (3) \_\_\_\_\_ of means. Companies can choose (4) \_\_\_\_\_ the print media, television, radio or even huge lit-up billboards that (5) \_\_\_\_\_ put up around our cities and which (6) \_\_\_\_\_ that we buy this type of ice-cream or that type of trainer. Advertising companies use a number of techniques to attract our attention, including stunning photography, eye-catching graphics, jingles or clever (7) \_\_\_\_\_. (8) \_\_\_\_\_, companies may employ famous people like film stars to (9) \_\_\_\_\_ their products.

However, many governments have introduced rules and regulations that advertisers must follow. These codes of conduct (10) \_\_\_\_\_ that advertisers don't make exaggerated claims or offend certain groups of people. In some countries, advertisements can be displayed only in specific areas. (11) \_\_\_\_\_, some countries do not (12) \_\_\_\_\_ of the advertising of certain products, like tobacco, so they don't allow such advertising at all.

1	A sets	B puts	C lays	D does
2	A introducing	B explaining	C informing	D mentioning
3	A variety	B choice	C collection	D selection
4	A from	B between	C through	D throughout
5	A have been	B have	C had been	D had
6	A mean	B approve	C suggest	D consult
7	A descriptions	B comments	C reports	D announcements
8	A To be more specific	B Yet	C Not only	D What is more
9	A recommend	B suggest	C advise	D propose
10	A reassure	B insure	C ensure	D confirm
11	A Furthermore	B Nevertheless	C Otherwise	D Likewise
12	A accept	B admit	C agree	D approve

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Arthur Miller was born in New York in 1915. He was the son of a coat manufacturer who (1) \_\_\_\_\_ control of his business through bankruptcy. This experience at an early age disturbed Miller and thereafter he was aware of society's inadequacies. He would (2) \_\_\_\_\_ them later in his plays by attacking the modern (3) \_\_\_\_\_ of life.

Miller's major achievement came in 1949, when he won the Pulitzer Prize for Drama for his play "Death of a Salesman", which is still regarded as one of the finest contemporary plays. It (4) \_\_\_\_\_ the tragic story of an average man destroyed by false values which get (5) \_\_\_\_\_ the way of developing an honest relationship with his sons, who (6) \_\_\_\_\_ of his beliefs and look down on him.

(7) \_\_\_\_\_, Miller's plays (8) \_\_\_\_\_ social issues and deal with matters people are anxious (9) \_\_\_\_\_. They include themes such as how human relationships fall (10) \_\_\_\_\_ the responsibility of the individual and their purpose in life. One way or another, Miller's plays analyse (11) \_\_\_\_\_ the troubles people have in their life and (12) \_\_\_\_\_ society's values.

1	A failed	B lost	C missed	D wasted
2	A criticise	B disapprove	C complain	D protest
3	A way	B course	C approach	D manner
4	A debates	B says	C tells	D speaks
5	A under	B out of	C by	D in
6	A argue	B doubt	C object	D disapprove
7	A On average	B On demand	C By force	D At first sight
8	A apply	B wonder	C discuss	D talk
9	A of	B about	C with	D for
10	A in	B behind	C out	D apart
11	A in pairs	B in person	C in detail	D in half
12	A question	B inquire	C ask	D appeal