

UPPER-INTERMEDIATE SUPPLEMENTARY LANGUAGE MATERIAL: CLOZE TEST

CLOZE TEST: ADVERTISING: THEN AND NOW

Fill in each of the numbered blanks in the following passage. Use only ONE word in each blank.

Most advertising in ancient times was word-of-mouth, that is, people liked something and told others about it. But even then, people advertised by putting inscriptions on walls, for example to display political slogans and offer household goods (1) _____ sale. Also, in Rome and Greece, in ancient times, it was common for people to use papyrus, a kind of paper, to advertise things they (2) _____ lost or found. Papyrus was also used for posters to advertise political campaigns. Many traces of these advertisements have (3) _____ found in the ruins of Pompeii, a city destroyed by a volcano which erupted in 79AD. The tradition of wall or rock painting as a way of advertising goods is even more ancient and examples can still (4) _____ found in parts of Asia, Africa and South America.

Printing was developed in the 15th and 16th centuries, and (5) _____ increased the forms of advertising. Handbills - small printed notices and advertisements - became common. Then, by the 17th century, advertisements started appearing (6) _____ weekly newspapers in England, including classified adverts for personal goods and services. In the 19th century, mail order catalogues appeared, promoting all kinds of goods.

Finally, (7) _____ 1960s were a key period in the development of advertising. Advertisements became more creative and more interesting. Also, they began to draw attention (8) _____ the 'unique selling points', the USPs of products. These are the qualities (9) _____ make a product different from competitors' products.

These days, advertisers have come up (10) _____ new ways of promoting their products. For example, product placement is now common. This is advertising in TV programmes or films by having a character, preferably played (11) _____ a famous actor, use a particular product. For example, Tom Cruise's character in the movie, *Minority Report*, had a computer with the Nokia logo on it, and his watch (12) _____ clearly made by Bulgari.

TV commercials are a very effective medium for advertisers, though these are very expensive. If an organization wants to have a 30-second TV advert (13) _____ the annual Super Bowl football game in the United States, they have to pay about \$2.5 million.

Perhaps the most interesting development is the use of famous personalities (14) _____ endorse a product. The basketball player, Michael Jordan, endorsed Nike products and wore them while playing. David Beckham, the footballer, endorsed Police glasses.

Getting well-known personalities to endorse a product can be very expensive, but endorsements certainly increase a product's sales, especially **(15)** _____ the personality has a positive image in the eyes of the public.

