CEID

American
ENGLISH FILE
SECOND EDITION

JORGE BASADRE GROHMANN UNIVERSITY
SECOND EDITION

TWENTY THIRD CYCLE /QUIZ 01 – CODE:002

STUDENT'S NAME: _____ **SHIFT:** _____ **DATE:** _____

PART 1: Write the words in parentheses with the correct prefix or suffix. (VOCABULARY)

Example: someone who can speak two languages (lingual) = *bilingual*

1. a main character in a book or movie who isn't heroic (hero) = _____
2. the area around where you live (neighbor) = _____
3. not getting a high enough salary (paid) = _____
4. somebody that doesn't smoke any more (smoker) = _____
5. to sleep longer than you intended to (sleep) = _____
6. something that's paid for before you use it (paid) = _____
7. to say a word wrongly (pronounce) = _____
8. food that is still a bit raw (cook) = _____

PART 2: Complete the words in the sentences.

Example: A **c***hain* is a group of stores owned by the same company.

1. I recognize that actor. He's in a TV **c**_ _____ for car insurance.
2. I do **b**____ _____ with many different companies, here and abroad.
3. Small companies always risk being taken **o**_____ by much bigger ones.
4. If he isn't traveling, the CEO will be at the **h**_____ ___ office in Berlin.
5. If you **m**_____ two companies, the one big company will need fewer staff.
6. My favorite football player **e**__ _____ this shampoo, so I can't resist buying it.
7. That ad doesn't show the truth – it's very **m**_____.
8. This store is only one of many **b**_____ owned by that chain.

PART 3: Underline the correct word(s).

Example: The scenery in Switzerland **is** / **are** fantastic.

1. I'd welcome some **advices** / **advice** on the best way to set up a business.
2. You'll need to bring **a pair of** / **a** shorts if you want to play football.
3. I think we're **on the outskirts** / **on an outskirt** of Paris at the moment.
4. The airline staff **was** / **were** very helpful when my baggage got lost.
5. Politics **is** / **are** not something I'm terribly interested in.
6. I bought three **pants** / **pairs of pants** in the sales.
7. The Shard is the highest building in London, made mostly of **the glass** / **glass**.
8. Could you pass me **a piece of** / **a** toast, please?

PART 4: Complete the sentences with the correct words.

Example: *Whenever* I see roses, I always think of you.

~~whenever~~	whenever	whatever	whichever	however	wherever
	whoever				

1. You'll find good people and bad people ___ _____ you go in the world.
2. Natalie is a freelance producer, so she can work for __ _____ movie company she wants.
3. Eat __ _____ you want – everything is good in this restaurant!
4. I'm not tied to any fixed dates – I can go _____ is best for you.
5. _____ we choose to get there, by road or air, it's not going to be cheap.
6. _____ I go to when I need help, they're always busy.

LIVEWORKSHEETS

C E1 D

American
ENGLISH FILE
SECOND EDITION

PART 5: Read the article about television advertising. Five sentences have been removed. Which sentence A-F fits each gap (1-5). There is one extra sentence you do not need to use.

HOW TELEVISION ADVERTISING STARTED

Every day the average person sees 20 minutes of commercials on television or on their computer. But how did this come about? Broadcasting was originally developed as a means for companies to sell radios. But once they realized that many households were listening to their radios a significant amount of time every day, organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio program broadcast by station WEAF in New York City on 28 August 1922. This was a ten-minute advertisement for suburban apartment housing. By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late '20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. (1_____) In fact, they even created entire series that were designed to sell one product or another. These efforts paved the way for the birth of television advertising that took place in later decades.

Television advertising didn't really take hold until the late 1940s. Television was totally new – offering both sound and moving pictures – and the advertising industry moved into this area cautiously because they were not sure what methods would work best to promote their clients' products on television. Should it still be treated as radio advertising but with pictures thrown in? Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as Kraft Television Theater and Colgate Comedy Hour. (2 _____)

This practice worked really well for the clients for a while. (3_____) This pressure, connected with the cost of delivering a production through television, forced a massive change in the relationship of all the parties involved. A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.

NBC executive Sylvester L. "Pat" Weaver came up with a solution that would work and would also be very favorable to the networks. He introduced the "magazine concept" of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. (4_____) Like a magazine, the networks would now control the content as no one advertiser would "own" a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. (5_____)

More than 30 years later, online advertising came onto the scene. One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time. Another is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television program, for example. But perhaps we should appreciate the long way they have come since the 1920s.

A. Being able to reach a broader segment of the population proved to be very effective for the sponsors.
B. This idea would allow a variety of sponsors – up to four was the number imagined – for a show.
C. This idea was originally resisted, but after a bit of experimentation, they found that this method would work well for packaged goods.
D. They also handled the creative aspects of the commercials and programs.
E. But as television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business.
F. As with radio, these television programs were produced by advertising agencies for their clients, rather than the studios as is common practice currently.

LIVEWORKSHEETS