Task 7

Read the text below. Choose from (A-H) the one which best fits each space (33-38). There are two choices you don't need to use. Write your answers on the separate answer sheet.

The Oldest Advertisement

The first promotional information of the ancient world was the Egyptian papyrus, which informed the process of selling the slave. Also, some Egyptologists believe that they used stone writing to send a promotional message. One such stone was found in the city of Memphis, which was the first capital of ancient Egypt.

The promotional text could also be found on walls and boards painted or coloured.

In Greece and Rome, all promotional messages were written on special boards, later on, parchment. All kinds of advertisements were placed on market squares, **(33)**____.

But the most global period in advertising history began only after the advent of the printing press and the mass appearance of books. The Boston News newspaper appeared in the American colonies in 1704 and **(34)**____.

In 1729, The Pennsylvania newspaper was founded. It had a huge circulation and a large amount of print advertising. In the mid-eighteenth century, the industrial revolution began in England, and in the early nineteenth century in North America. Merchants were aware of the true effect of advertising and how effectively it could be used **(35)**____. Due to the emergence of photography in 1839, advertising information began to go along with pictures and images of a product, which in turn created greater confidence in the product.

In 1884 the telegraph was invented **(36)**____. Since then, advertising has become one of the main marketing functions. Advertising has now been a powerful weapon in a privileged society and has helped the elite create demand in a market economy.

Over time, special agencies and firms began to work in advertising. Separate advertising units of trading companies, organizations and publishing houses were created. Advertising agencies of the XIX century began their work on the purchase of the land **(37)**____.

In 1890, the first advertising agency in Philadelphia, Ayer and Son, was created. It was one of the first to plan and carry out work on the creation of advertisements. The agency had existed for 100 years **(38)**____. Today, downtown New York has some of the largest US advertising agencies employing over thirty thousand people! But these are by no means all US advertising agencies. There is at least one advertising agency in almost every North American city.

A before it closed in 2002

B was fully focused on advertising

C to generate high profits

D in bringing income to them

E as the reason for advertising on the market was a large crowd

F for combining cities and villages to the capital

G to connect the outlying areas of large cities with their center

H and their subsequent resale with enormous revenue

LIVEWORKSHEETS