GE8 UNIT 4 ADVERTISING 4A

A. LISTENING

You will hear part of a radio interview with someone called Jane Brown, who is a home economist working in the food industry. For questions **24-30**, choose the best answer (**A**, **B** or **C**).

24 Why did Jane choose to study at Longley University? A The location suited her. B She knew people there. C The quality of the accommodation was good.	**25 What did Jane like about her course?** A She gained practical experience. B The teachers helped her a great deal. C She learned to work with other people.
26 What does Jane say about her food tasting training? A It was a little boring. B It was rather time-consuming. C It was sometimes stressful.	**27 How did Jane feel when she was offered her first job?** A excited to be involved in a challenging area B relieved to have been able to find employment C concerned she might not do her work well enough
28 Jane is proud that in her first job she A came up with her own original idea for a product. B proved that she was capable of working independently. C succeeded in doing something nobody thought she could.	**29 How did working in Denmark help Jane's career?** A She made useful contacts. B She came across new recipes. C She found a better job.
30 What aspect of her job does Jane enjoy? A the wide variety of activities she does B the opportunity to meet new people C the experience of trying new foods	

LIVEWORKSHEETS

B. USE OF ENGLISH

1. Read and choose the correct answer:

I only bought this fancy dress because it was _____sale. I got a $30 discount on it.

a. for **b.** off **c.** on **d.** out of

Louis, your favorite sports car is _____ half price now. This special offer is _____ one week only, so we should decide if we really want to buy the car.

a. on- for **b.** off- in **c.** at- for **d.** for- for

Do you know that this week you can get _____to 30% off all the household and cleaning items?

a. at **b.** up **c.** for **d.** to

We were amazed by the range of products _____ offer in this small convenient store.

a. at **b.** up to **c.** on **d.** to

Today we have a special offer of three loaves of bread _____ the price _____one only.

a. on- of **b.** for- off **c.** at- to **d.** for- of

We play football twice a week _____ average.

a. at **b.** in **c.** for **d.** on

We went _____ a walk around the block to get some air.

a. for **b.** on **c.** of **d.** in

They are going _____ a field trip to the national park next week.

a. for **b.** on **c.** of **d.** in

Did they get here _____bus or _____foot?

a. on-by **b.** in- by **c.** on- in **d.** by- on

Carla did everything _____her own as no one wanted to give her a hand.

a. by **b.** to **c.** in **d.** on

I met Jack 97 _____ chance_____ the way to the museum.

a. by- of **b.** by-on **c.** of- in **d.** on- on

Did you do that _____purpose or _____ accident?

a. in-by **b.** by- at **c.** on- by **d.** of- in

Be careful about what you post _____ social media as the information can be used to harass you.

a. in **b.** by **c.** on **d.** at

The hotel is nothing like the one shown ____ the advert _____ the magazine.

a. in-on **b.** on- in **c.** in-in **d.** at-on

The guests helped _____ to snacks and drinks on the table.

a. themselves **b.** yourselves **c.** yourself **d.** himself

We always treat _____ to a nice dessert at the weekend.

LIVEWORKSHEETS

a. themselves **b.** yourselves **c.** ourselves **d.** herself

The house _____ on the day we left for Thailand.

a. burgled **b.** is burgled **c.** was burgling **d.** was burgled

_____ filming _____ right after sunrise the other day?

a. Did... start **b.** Is....started **c.** Was...started **d.** Does... start

These flowers _____ twice a week.

a. is watered **b.** water **c.** watered **d.** were watered

2. **Read and complete the text with suitable words:**

Advertising is used everywhere in modern life, and many products _____ promoted through TV, social media, and posters in the street. _____ average, people see hundreds of ads every week, even when they are_____ paying attention. Some ads are **well-designed** and easy to understand, while others are so confusing that people ask themselves why they were made.

In the past, advertising _____created mainly for newspapers and radio. At that time, colourful posters were _____up in busy areas so that they could catch people's attention. Today, however, online ads are targeted at specific groups of customers. For example, if a product is _____ **sale**, it **is shown** more often to encourage people to buy it quickly.

Many companies try to make their products look more attractive by using **eye-**_____ images or **easy-to-**_____ slogans. Sometimes this works, but sometimes people buy things _____accident, especially when ads pop up suddenly _____ their screens. _____ some cases, customers end up blaming themselves _____ spending money on items they do not really need.

Although advertising can be annoying, it is also very helpful. Thanks to user-friendly websites and honest reviews, people can compare products and choose the ones that suit them best. In the future, ads will probably become even more personalized, but we should always remind ourselves to think carefully _____ buying anything.

3. **Rewrite the first sentence without changing the meaning using the word given.**

Tom's going on a camping trip for two days.

➔ Tom's going on a _____trip.

LIVEWORKSHEETS

The main actor in the ad is a cat that behaves well.

➔ A _____ cat is the main actor in the ad.

They don't show tourists the emergency exits.

➔ The emergency exits _____.

Do many tourists *take* this ferry in the morning?

➔ _____in the morning?

Someone stole three bicycles outside the station yesterday.

➔ _____the station yesterday.

Did people choose the tour you recommended?

➔ _____?

The picture shows a beautiful castle. It was painted by Sir John.

➔ The picture, _____by Sir John, shows a beautiful castle.

The world's first TV advert appeared on a TV channel in the US. It was shown in 1941.

The world's first TV advert , _____, appeared on a TV channel in the US.

LIVEWORKSHEETS