

unit 08

Complete the sentences with the correct form of the words in capitals.

- 1 It is of vital _____ that doctors _____ surgical equipment before using it.
- 2 It is your _____ to switch off the lights when you leave.
- 3 _____ was down to a metre due to the thick fog, so we had to drive very _____.
- 4 Supermarkets offer a _____ of products to consumers.
- 5 They depended on growing tomatoes for their _____.
- 6 He is very _____ and has a lively _____, so he gets along with almost everyone.
- 7 For their own _____, passengers are advised to remain seated.
- 8 The manager of the company is concerned about the decrease in _____.
- 9 Do you know the saying " _____ killed the cat"?
- 10 Can you sign this document, please? Don't worry, it's just a _____.
- 11 Violent, trouble-causing hooligans are a _____ among football fans.
- 12 We would like to point out the _____ between this new type of engine and the _____ one. They have nothing in common.
- 13 You have to _____ plants if you want them to grow well.

IMPORTANT, STERILE

RESPONSIBLE

VISIBLE

CAUTION

VARIOUS

LIVELY

CHEER, PERSONAL

SAFE

PRODUCTIVE

CURIOUS

FORMAL

MINOR

SIMILAR

CONVENTION

FERTILE

Examination Practice

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.