Listen to a talk about advertising of hygiene products. Choose the best answer for each question. Write the corresponding letters (A, B, C, D) in the blanks.

1. In the 1800s, infectious diseases began to rise in the United States, particularly in _____.

A. rural farms B. small towns C. large cities D. medical schools

2. Enthusiasm for the germ theory was driven primarily by _____, rather than the medical profession.

A. advertisers of products B. government officials

C. factory workers D. interior decorators

3. People then preferred buying wicker chairs and hardwood floors instead of velvet chairs and _____ because they were easier to clean.

A. glass tables B. carpets C. wooden shelves D. plastic curtains

4. Listerine was named after Joseph Lister, who was a well-known _____.

A. dentist B. chemist C. politician D. surgeon

5. Advertisers targeted people's insecurities by claiming that using mouthwash could help improve their _____ life.

A. professional B. financial C. social D. academic

LIVEWORKSHEETS