

ADVERTISING

Read the text below and decide which word best fits each space.

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.

