2 **Read the exam strategy. Then match the sentence beginnings (1–4) with the correct endings (a–d). Look at the words in bold. What words and phrases in the beginnings (1–4) do they refer to?**

1 Funny advertisements tend to be successful ___
2 Perfume advertisers like to show dream-like scenes ___
3 Companies place their products in TV shows ___
4 Many adverts show everyday family situations ___

a **where** people will see **them** used by celebrities.
b because viewers often talk about **them** with their friends.
c **that** couples with children can identify with.
d **which** create romantic feelings in the viewer.

3 EXAM TASK **Read the text. Choose from (A–H) the one which best fits each space (1–6). There are two choices you do not need to use.**

A that we as viewers would like to be
B to create an impression of perfect happiness
C that there is more sugar in it
D that are filled with all the latest furniture and gadgets
E when they try out a new spot cream
F that his diet doesn't include dairy
G those that bring the family together in some way
H to promote a product which they may never have actually used

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Tricks of the trade

Advertising companies employ many ways to persuade you to buy their products. Here are some of their most effective methods.

Families are a great target for advertising campaigns, but when they're portrayed on TV, they're often unrealistic stereotypes. They live in lovely, clean homes [1]_____ . The parents are successful and relaxed with their wonderfully behaved children. All their children are clever, funny and dressed in fashionable clothes. Moreover, brothers and sisters all seem to get on well with each other! Why do advertising companies paint such an unrealistic picture? It's because these ideal families represent the types of people [2]_____ . They want us to think that if we buy these products, we can be just like them. Often the advertised products are [3]_____ , such as a comfortable family car, or a fantastic holiday. Or they are advertising products by showing caring parents giving their happy children a new healthy kind of yoghurt or some tasty new cheese.

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Sometimes when advertising family food, companies intentionally leave out important information in their advertising. For example, they claim that their chocolate cereal can be part of a healthy diet but fail to mention [4]_____ than anyone should consume. This can give the viewer the wrong idea, but doesn't say anything that's untrue.

Another big target for advertising companies is teenagers. Often young men and women are portrayed as unhappy people with few friends until the moment [5]_____ , buy a body spray or wear the latest jeans or trainers. Then they become really cool people that everyone wants to hang out with.

Using celebrities is another great method for adverts directed at all ages. If your favourite sports star, film star or singer is telling you that a product is the best, it must be true – mustn't it? Most people forget that these people are being paid a fortune [6]_____ . One last point: have you ever noticed how much louder the adverts are than the programme you were watching? It's just another way to attract your attention.

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