



Advertisements Listening Exercises

a) **Short Talk:** Listen to the short talk and write the missing vocabulary words in the paragraph.

Audio:

What is advertising? Is it _____ truth or is it making things look better than they really are? _____ lying? Companies pay a lot of money for adverts. Some of the ads you see _____ magazines look like art. The commercials on TV look like mini movies. Do they really change our _____? Do adverts make you buy things? I think some advertising is a form of lying. Is BMW really "The _____ driving _____" like they say in their ads? British Airways used to say they were "The world's _____ airline," but had to stop saying it because it wasn't true. Personally, I get _____ watching ads on television. They always _____ a good programme. I like ads in magazines. They're usually _____ interesting.





b) **Adds:** Watch and listen about "Consumerism" and complete the sentences below with the words from the bank by dragging the word to the correct blank space according to the information provided in the video.

Word Bank

RECYCLE	ELECTRONICS
BUY	REUSE
CLOTHING	TRADE
CLOTHES	FRIENDS
USE	DONE
HOURS	COMMERCIALS
UNDER	AVERAGE
TOYS	REDUCE

1. It means to _____ and _____ stuff up.
2. The _____ American kid watches 10,5 _____ of _____ each year.
3. The majority of the _____, _____ and _____ that we buy come from China.
4. Most workers in _____ factories make _____ a dollar per hour.
5. We all already know about the 3 Rs: _____, _____ and _____.
6. _____ your old stuff with your _____.
7. Can I recycle this when I'm _____ with it?



c) **Adds:** Listen carefully to each radio add and match the audio with the product they are advertising. Draw a line.

1	2	3	4	5
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Eraser	Beauty Salon	Restaurant	New Car	Book Reader
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Well done!!!