

Read the text and answer the questions. For each question, match the paragraphs (A – D) to the correct number (1 – 4).

You can use each letter more than once.

The Power of Advertising

Paragraph A

Advertising companies are paid a lot of money to persuade people to buy certain products. We have all bought something we didn't need because we saw it advertised on television or in a magazine. How do advertising companies get us to buy things? The answer is, by using tricks and techniques that affect our emotions.

Paragraph B

One of the techniques used by advertisers is to create a short message – a slogan – which is easy to remember. Then, when people are shopping, they will think about the slogan and look for that brand. An example of this is a popular sports company. Their slogan 'Just do it' is powerful and easy to remember.

Paragraph C

Another technique is called celebrity endorsement. This means the company pays a famous celebrity to use the product. The idea is that people will buy the product because they believe a famous person uses it. The cosmetics and beauty industries use this technique a lot. The celebrity often becomes the 'face' of the brand.

Paragraph D

Advertisers also use sentences with 'as' or 'like' to compare two different things. For example, a product could be 'like your best friend'. These words communicate an idea quickly and give the customer a good feeling. Now that you understand some of the tricks that advertising companies use, will you still be influenced by them?

Choose the best heading for each paragraph.

1. A Powerful Slogan _____
2. The Person Is The Brand _____
3. What Advertising Companies Try to Do _____

Choose the best paragraph for each question.

3. Which paragraph mentions a specific language technique? _____
4. Which paragraph describes three unforgettable words? _____

Read the text and answer the questions.

For each question (5 – 8), choose the correct answer according to the text True, False or Not given.

A Media Company

Jamal works for an animation media business called Umbrella. The company started just four years ago and has twenty employees. It produces special effects for video games and it is sometimes asked to create animations for websites and advertisements.

The media company has an office on the twentieth floor of a skyscraper. The office space is quite small, and Jamal says it is more like a studio than an office. Four years ago, Umbrella had employees from the UAE and India. This year, people from three other countries joined them. By employing international staff with excellent skills, the company believes it has some of the best people in the animation business.

People often ask Jamal what he does as an animator for Umbrella. Jamal explains that animation is the process of taking an object, thinking of how it should move and then making it move or talk in a way that looks real. There are many excellent computer programs available that can be useful for that. In his job, Jamal has to create moving characters that act how the customers, game players, expect. Each game has its own unique world and the animation is special.

5. The company produces animation work for television.

True False Not given

6. The company now employs people from five countries.

True False Not given

7. Jamal uses a computer program to make the characters move.

True False Not given

8. The animation must seem real to the game players.

True False Not give