



**If the sentence is correct, write "correct".
If it's not, add *the* where necessary. You
may need to add *the* more than once.**

1. Knowledge of advertising code of practice is vital to those wishing to work in advertising industry.
2. We want to film a TV commercial in Russia.
3. The 'Think small' Volkswagen Beetle advert was one of most successful advertising campaigns of 20th century.
4. Four major brands – AOL, Yahoo!, Freeserve and BT – all achieve awareness of over 40% amongst UK adult population.
5. Next year, I am going to work for an advertising agency in USA.



The passage below is the first part of a text about 'subvertising'. Complete it with a / an / the. Write - if no article is necessary.

'Subvertising' is ____ combination of ____ words 'subvert' and 'advertising'. Indeed, subvertising consists of subverting or sabotaging commercial as well as political advertisements that are displayed in public places.

Here is ____ simple example: ____ advert for ____ famous brand of ____ cigarettes depicted ____ handsome middle-aged man gazing thoughtfully into ____ distance. ____ caption was four words long: *The more you know...* This ad was easily subverted by someone who just added ____ following words: '*... the less you smoke.*'



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