

English Class – (Class #1

WORKSHEET PRACTICE

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*Objetivo: Interpretar información en diferentes tipos de letreros instructivos.
(Lecturas tomadas de diferentes textos Mineduc- Cambridge books)*

A- Read the signs/notices then choose the correct answer 1 to 6.

1- Which sign insists on covering a part of your body?

A.	B.	C.	D.
CAUTION FOOT PROTECTION REQUIRED	NOTICE SAFETY IS A SHARED RESPONSIBILITY	NOTICE FLUSH TOILET AFTER USING	SAFETY FIRST SAFETY FIRST SAFETY LAST SAFETY ALWAYS

2- Where would you find this notice?

**NO CARS
IN THIS AREA**



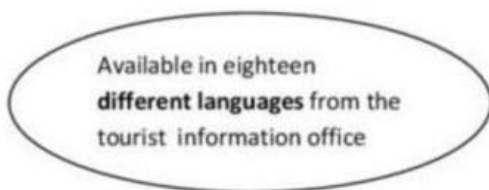
- a- At a traffic light.
- b- In a park light.
- c- In the city centre.

3- Where would you find this notice?



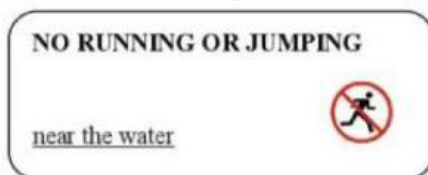
- a- In an ambulance.
- b- On a train.
- c- In a taxi.

4- What is this notice about?



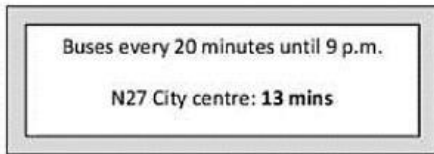
- a- A tour guide.
- b- A gift shop.
- c- A guidebook.

5- Where would you find this notice?



- a- At a swimming pool.
- b- In a bathroom.
- c- On the beach.

6- When will the next bus arrive?



- a- In 20 minutes.
- b- In 13 minutes.
- c- At 9 p.m.

B- Read the text and answer the questions from 7 to 11.

Advertising.

Advertising is the art of *convincing people to buy a product or service. It can be seen everywhere; on television, radio, the internet, and even billboards. It is an important part of commerce because it informs customers about products that they might not otherwise know about. Advertising also helps companies increase their sales by creating brand recognition and loyalty.

Advertising is used in many different forms, including television commercials, radio advertisements, print ads, and online campaigns. While each form of advertising has its own advantages, all have the same goal: to persuade people to buy a product or service. Television commercials are often used because of their reach and ability to create an emotional response from viewers. Radio ads provide short bursts of information about products and services that can be heard while driving or on the go. Print ads are effective for reaching specific *target markets and delivering detailed information. Online campaigns use interactive digital content such as videos and websites *to engage customers with their brands.

No matter what form it takes, advertising provides valuable benefits for both businesses and consumers alike. It informs people about available products, encourages them to make informed decisions, and can *spur competition within an industry. It has also become a crucial part of modern life; it is estimated that the average American sees up to 5,000 ads per day!

Advertising may have its critics, but it continues to be an important part of commerce around the world. As long as businesses need customers and customers need products and services, then advertising will remain a vital force in society.

Glossary:

Convincing: Convencer

target: objetivo, blanco.

To engage: comprometer

spur: animar, incitar.

7- According to the text, what is advertising? *A continuación escriba su respuesta en español.*

8- What are some of the different form of advertisement?

- a. Advertisement in commerce.
- b. Television commercials, radio advertisements, print ads, and online campaigns.
- c. TV and radio.

9- What does advertisement provide?

- a. Valuable benefits for both businesses and consumers alike.
- b. Money for customers.
- c. A completion in the modern life for customers and business.

10- How many ads does the average American see per day?

- a. The average American sees only the online campaigns per day.
- b. The average American sees up to 5,000 ads per day.
- c. The average American sees around 500 pair of aids.