Read each sentence and the four answer choices. Three of the choices are synonyms (words that have similar meaning) for the boldfaced word. Cross out the word or phrase that is NOT a synonym.

1. The **goal** of the advertising campaign was to sell more cars to women.
   - **a.** purpose
   - **b.** plan
   - **c.** hope
   - **d.** ~~future~~

2. Women with young children are part of a growing **market**.
   - **a.** group of people
   - **b.** group of stores
   - **c.** group of buyers
   - **d.** group of customers

3. The ad's **message** was that the new cars were safe.
   - **a.** idea
   - **b.** information
   - **c.** style
   - **d.** main idea

4. The ads were **successful** because many women believed in the safety of the cars.
   - **a.** effective
   - **b.** safe
   - **c.** having a good result
   - **d.** convincing

5. As a result, the ads **convinced** mothers to buy the cars.
   - **a.** encouraged
   - **b.** pushed
   - **c.** persuaded
   - **d.** forced

6. However, the ads **failed to sell** cars to single women without children.
   - **a.** didn't sell
   - **b.** couldn't sell
   - **c.** were unable to sell
   - **d.** tried to sell

7. The advertising campaign will become **global** next year.
   - **a.** multinational
   - **b.** worldwide
   - **c.** organized
   - **d.** international

8. Ads for the **competition** will not become global.
   - **a.** race
   - **b.** other companies
   - **c.** other sellers
   - **d.** different firms

9. **Commercial** advertising is now allowed on Chinese billboards.
   - **a.** business
   - **b.** company
   - **c.** product
   - **d.** official

10. If a product is **exotic**, people in other countries think of it as unusual.
    - **a.** uncommon
    - **b.** ordinary
    - **c.** different
    - **d.** exciting

LIVEWORKSHEETS