3. Advertisers must consider the various advantages and disadvantages of the mediums available to **them**. A brief look at television highlights some of the issues to be considered. The most important of television's advantages is the ability to reach a mass audience. In addition, **this** is done with a powerful combination of sight and sound- more effective if consumers were to only see the ad or only hear **it**.

1. _____ them (line 1) a. the ad
2. _____ this (line 3) b. advertisers
3. _____ it (line 4) c. reach a mass audience

Directions II: Read the following passages. Then decide what each word in boldface refers to.

1. One of the fastest swimmers of the seal family is the leopard seal, **which** is found in the Antarctic seas. **This animal** is a powerful predator **that** preys on penguins and other, smaller seals. Penguins are the fastest of all the swimming birds, so the chases between penguins and leopard seals may reach speeds of twenty to twenty-five miles per hour. Leopard seals also hunt penguins by leaping out of the water and capturing **them** as **they** stand at the edges of ice floes. The explorers of the South Pole had a healthy respect for the leopard seal, **which** could mistake a human for a penguin and is said to have attacked unwary explorers.

which (line 1)	1. the seal family	2. the leopard seal
	3. the Antarctic seas	4. the fastest swimmers
This animal (line 2)	1. the leopard seal	2. the seal family
	3. the fastest swimmers	4. a powerful predator
that (line 2)	1. the fastest swimmers	2. smaller seals
	3. powerful predator	4. the seal family
them (line 5)	1. the chases	2. penguins
	3. leopard seals	4. the swimming birds
they (line 5)	1. penguins	2. seals
	3. the swimming birds	4. the fastest swimmers
which (line 6)	1. human	2. healthy respect
	3. the explorers	4. the leopard seal

1. **This** must interest you if you are still keen on being a model. The model contest is going to be held in Bangkok next week. You can apply for it yourself and I can accompany you to be there.

   This:_____

2. Scientists have known for a while, as most parents **do**, that babies can learn complex concepts very quickly and explore the world through trial and error.

   do:_____

3. In 1849, gold had been discovered in the United States so there was a great rush of people to the U.S.A. **Some** came by ship. **Others did** by wagon train.

   Some:_____

   Others:_____

   did:_____

4. Penicillin was among the first medicines used against bacterial infections. However, **the drug** is still widely used today because **the diseases** have developed resistance to **it**.

   the drugs:_____

   the diseases:_____

   it:_____

LIVEWORKSHEETS