

## Advertising

Listen to the audio and fill in the blanks by dragging the answers to the blanks.

ads	advertising	advertises	airline
telling the truth	lying	commercials	behaviour

What is advertising? Is it \_\_\_\_\_  
or is it making things look better than they really are? Or is it \_\_\_\_\_?  
Companies pay a lot of money for \_\_\_\_\_. Some of the ads you see  
in glossy magazines look like art. The \_\_\_\_\_ on TV look like mini  
movies. Do they really change our \_\_\_\_\_? Do adverts make you buy  
things? I think some \_\_\_\_\_ is a form of lying. Is BMW really "The  
ultimate driving machine" like they say in their ads? British Airways used to say  
they were "The world's favourite \_\_\_\_\_," but had to stop saying it  
because it wasn't true. Personally, I get tired of watching ads on television. They  
always interrupt a good programme. I like \_\_\_\_\_ in magazines.  
They're usually quite interesting.