

GE8 UNIT 4 ADVERTISING 3A

A. LISTENING

1. You will hear part of a radio interview in which Tina White, a magazine editor, talks about her life and work. For questions 24-30, choose the best answer (A, B or C).

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| <p>24 In her first column, Tina chose to write about people who</p> <p>A were very well known. B had interesting ideas. C lived in luxury.</p> | <p>25 She took up journalism because of</p> <p>A her family connections. B her father's support. C her love for books.</p> |
| <p>26 Under her management, the magazine <i>Female Focus</i></p> <p>A reduced its losses. B changed its image. C made a profit.</p> | <p>27 She believes people are more likely to read an article if</p> <p>A it has a good beginning. B its content is challenging. C it is mentioned on the cover.</p> |
| <p>28 When she started her present job five years ago, she</p> <p>A organised her ideal team. B had more time to read everything. C lacked confidence in her staff.</p> | <p>29 Tina says that she would be worried if she</p> <p>A was criticised by the public. B lost the respect of colleagues. C lost her job.</p> |
| <p>30 In the future, she would like to</p> <p>A be a book editor. B produce a film. C write fiction.</p> | |

2. You are going to hear somebody giving their opinion about the media and its influence on society. For questions 9-18, complete the sentences with a word or short phrase.

The three forms of media are TV, radio and (9) _____

Politicians use the media during political (10) _____

Entertainers use it to stay in the (11) _____

The percentage of people who did not have a particular point of view about the privacy of celebrities was (12) _____

The most influential form of media is (13) _____

We can be deceived by TV when we are shown carefully selected (14) _____

Some TV stations turn true events into (15) _____

A newspaper had to pay (16) _____ for printing lies about a pop singer.

Sometimes a paper can avoid being sued if it makes a public (17) _____

There are two kinds of newspaper; the "quality" papers and the (18) _____

B. USE OF ENGLISH

1. Complete the text with the verbs in brackets. Choose between **active and passive form**, and **present or past simple tense**.

The new advert **was filmed** (film) at the Taj Mahal, which _____ (locate) in Agra, in India. It is a magnificent palace which _____ (build) in the seventeenth century. The Taj Mahal _____ (name) a UNESCO World Heritage Site in 1983 and it _____ (attract) around 8 million visitors a year, so the film crew _____ (allow) access to the site before it opened for the day. The start of filming _____ (delay) by a couple of days due to bad weather. But eventually, on the third day, filming _____ (start) just after sunrise. The building _____ (make) entirely of white marble and _____ (say) to be one of the Seven Wonders of the World. It looks amazing in the early morning light and creates the perfect backdrop for the ad.

2. **COMPOUND ADJECTIVES:** Read and choose the correct answer:

The old factory has been transformed into a bright, _____ cultural center for the local community.

- a. short-tempered b. open-minded c. poorly-lit d. well-appointed

These brightly _____ scarves are on sale at 50% of their original price.

- a. shaped b. colored c. painted d. known

This beautiful _____ plates date from the Ming Dynasty.

- a. well-behaved b. long-lasting c. hand-painted d. skill-building

I always prefer a _____ restaurant to support local businesses.

- a. family-run b. family-friendly c. family running d. worldwide

I always prefer a _____ restaurant to support local businesses.

- a. family-run b. family-friendly c. award-winning d. worldwide

If you come to the event with me, you'll have a chance to meet _____ movie stars.

- a. close-minded b. top-quality c. rose-tinted d. big-name

The hotel is a modern _____ building surrounded by gardens.

- a. three storeys b. half-hearted c. three-storey d. right-handed

Adverts are always set in beautiful locations with incredibly _____ people.

- a. good look b. good-looking c. self-confident d. left-handed

They made a _____ video about the local produce.

- a. family-run b. three minutes c. three-minute d. easily recognized

C. READING

Read the short texts and choose the correct answer:

Every day, people send billions of text messages around the world. While texting is quick and easy, it can sometimes cause misunderstandings because people can't hear each other's tone of voice. That's why many use emojis - to show emotions like happiness or surprise.

What is the main idea?

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| A. Texting is becoming less popular than calling. | C. Misunderstandings never happen in texting. |
| B. Emojis help people express emotions in texts. | D. Texting takes too much time. |

Last summer, a group of students took part in a "Car-Free Week" campaign in Hanoi. They walked, cycled, or used buses instead of cars to school. Their goal was to reduce traffic jams and air pollution. After the campaign, more students continued using bicycles.

What does the text mainly show?

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| A. The students wanted to promote cycling and reduce pollution. | A. Only teachers joined the project. |
| B. The campaign made traffic worse. | B. The campaign failed to attract students. |

In Japan, people are known for being punctual. Arriving even five minutes late to a meeting is considered impolite. To help people arrive on time, Japanese trains are famous for their accuracy. If a train leaves one minute late, the company often apologises to passengers.

What can be inferred from the text?

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| A. Japanese people don't value time. | C. Being on time is very important in Japan. |
| B. Trains in Japan are never late. | D. Train delays happen often in Japan. |

Many schools around the world are replacing paper textbooks with tablets. This change helps reduce the use of paper and allows students to access online materials more easily. However, experts say students should limit screen time to protect their eyes.

What is one benefit of using tablets?

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| A. Students can use less paper. | C. Students can study without teachers. |
| B. Tablets are cheaper than books. | D. It prevents eye strain. |