

Advertising

Task 1. Read the text below and choose the best option from: A, B, C, or D.

UNHEALTHY AND DANGEROUS SPONSORS

Chocolate giant Cadbury **1)** ... the sponsor of the 2000 Olympic Games in Sydney without a problem. The company also sponsored the Commonwealth Games in 2002 and 2006. But something changed in the last few years as the decision to make Cadbury a sponsor of the 2012 London Olympics was strongly **2)** ... by many groups who say the government must help stop the obesity crisis.

Health campaigners want to stop sponsorship of companies that sell unhealthy products. They criticize organizers for **3)** ... with companies like Coca Cola and McDonald's. They say unhealthy foods can be as dangerous to health **4)** ... alcohol, tobacco and gambling, and cannot be **5)** ... with sport. Many people, especially children shouldn't get 'the wrong **6)** ... ' and think that if they exercise they don't have to watch what they are eating.

Advertisers though **7)** ... by saying that the impact of advertising isn't so severe, and without their sponsorship we wouldn't have **8)** ... like the World Cup to inspire young people, not to mention the thousands of advertising-funded programs which **9)** ... to keep kids active and healthy.

BP (British Petroleum) spends lots of money on advertising. But after the oil spill in the Mexican Gulf they should spend more money and **10)** ... into cleaning the Gulf of Mexico and not on advertising to protect their image.

1	benefited	became	created	started
2	agreed	surprised	supported	criticised
3	partnering	partnered	inform	informed
4	similar	such	as	like
5	image	associated	interpret	join
6	message	idea	news	call
7	persuade	approve	reject	respond
8	performances	opportunities	events	products
9	objective	aim	concept	mind
10	strategy	distract	feedback	effort

Task 2. Fill in the blanks with words from the box.

appear,	broadcast,	cartoon,	catchy,	consumer,	creative,	slogans	status
develop,	famous,	habits,	remember,	repetition,	services,	special,	

Advertising tells people about products and _____ and tries to make us buy. Ads do their jobs in many different ways.

Some ads use _____ or _____ phrases that are easy to _____. Advertising agencies often get a _____ person, like an actor or

actress, to talk about a product. _____ characters can also be connected with a certain product and become famous with it.

One of the most important techniques of advertising is _____.
Ads are _____ many times a week for weeks or months. When people see them they might want the product.

Advertising is often done by _____ firms. First they try to get information about the buying _____ of their customers – who buys a certain product and why. The age, sex and social _____ of a _____ are also important.

The people in the _____ departments of advertising companies _____ ideas and themes. They prepare images, photos and text and decide where the ad should _____.

Task 3. Match a part of each section to make a full sentence.

1. It is very important to find out ...	a) ... a lot of people very quickly.
2. Television and the Internet can reach ...	b) ... in different sections of their papers.
3. Media broadcast ...	c) ... in charge of creating shop windows.
4. Newspapers sell advertising space ...	d) ... when a product appears in a film, TV show or other media.
5. Product placement is an advertising technique ...	e) ... which type of media can advertise the product best.
6. Some ads use catchy slogans ...	f) ... to better deliver the message to a consumers.
7. Billboards are owned ...	g) ... commercials many times a day.
8. Many stores have their own department ...	h) ... by companies that rent them to advertisers.