ENGLISH FORMATIVE WORKSHEET

11º CT3 / SE - 2º Período – 13 de fevereiro de 2026

A. 1 - Read the following text about **consumer society and advertising**. Use the word in brackets to form a new word that fits into the gap:

"Modern society is **1)** _____ **(STRONG)** influenced by consumer habits, and companies invest millions in **2)** _____ **(ADVERTISE)** to persuade people to buy more products. Many brands use **3)** _____ **(EMOTION)** strategies to create a strong **4)** _____ **(CONNECT)** with consumers, making them feel loyal to the brand. However, critics argue that aggressive marketing techniques encourage consumerist behaviour and **5)** _____ **(NECESSARY)** spending.
One major concern is the **6)** _____ **(CREATE)** of unrealistic beauty standards in the media, which can negatively affect young people's **7)** _____ **(CONFIDENT).** Another issue is the growing amount of **8)** _____ **(INFORM)** that consumers are exposed to daily, making it difficult to distinguish between genuine content and paid promotions.
Experts believe that improving media literacy and promoting **9)** _____ **(AWARE)** about marketing techniques can help people become more **10)** _____ **(RESPONSABLILITY)** shoppers. Governments also play a role by regulating false or **11)** _____ **(LEAD)** advertising. Without stronger **12)** _____ **(PROTECT)** for consumers, companies may continue to exploit people's fears and desires. Ultimately, a more conscious society can make better choices and reduce the negative impact of consumerism."

2 – Read the paragraph. From sentences **1)** to **7)**, choose the one which fits each gap **a)** to **d)**. **Two of the sentences do not apply**. Write only the numbers next to each letter.

Modern consumers are constantly exposed to advertisements wherever they go. **a)** _____. This overload of information makes it difficult for people to distinguish between what they really need and what companies convince them to buy. **b)** _____. As a result, many consumers feel pressured to keep up with trends, even if it means spending more than they can afford.
Some experts believe that improving media literacy in schools could help young people make better decisions. **c)** _____. Others argue that stricter rules are needed to control how brands promote their products. **d)** _____. Finding a balance between commercial freedom and consumer protection is therefore essential.

1) This is why advertisements often try to manipulate people's emotions rather than focus on the product itself.
2) This could reduce the negative impact of persuasive marketing strategies.
3) Many companies argue that consumers are fully responsible for what they purchase.
4) This also shows how powerful social media influencers have become.
5) For instance, some adverts create a false sense of necessity through fear or insecurity.
6) In many cases, governments already ensure that adverts are honest and transparent.
7) For example, they learn to analyse how images, colours and slogans influence their decisions.

3 – Read the text below and decide which answer (**a**, **b**, **c** or **d**) fits each gap. Write only the letters and the numbers.

Modern society is deeply shaped by advertising, which influences people's decisions in subtle ways. Companies invest heavily in marketing campaigns that try to create an emotional **1)** _____ between the consumer and the brand. In recent years, social media platforms have become powerful tools for advertisers, as influencers often promote products through sponsored content.
2) _____ this strategy can be effective, it also raises concerns about transparency. Many consumers are not aware that the posts they see are actually paid promotions, which can lead to **3)** _____ expectations about the quality or usefulness of a product. Furthermore, constant exposure to persuasive messages encourages people to buy items they don't truly need, contributing to a culture of **4)** _____ consumption.
Some experts argue that increasing media literacy could help young people understand how marketing works. By learning to identify persuasive techniques, consumers **5)** _____ develop more responsible shopping habits and resist the **6)** _____ to spend impulsively.

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1.	2.	3.	4.	5.	6.
a) pressure	**a)** In spite of	**a)** unrealistic	**a)** sustainable	**a)** should	**a)** influence
b) connection	**b)** Nevertheless	**b)** reliable	**b)** reduced	**b)** may	**b)** choice
c) advertisement	**c)** Although	**c)** positive	**c)** excessive	**c)** must	**c)** emotion
d) production	**d)** Despite	**d)** limited	**d)** optional	**d)** shall	**d)** temptation

B.1 – Complete the sentences with the correct form of the verbs in brackets.

1 - If consumers **pay** more attention to advertising techniques, they _____ (avoid) buying unnecessary products.
2 - People _____ (not spend) so much money if they **were** more resistant to online ads.
3 - If the brand **had listened** to customer feedback, it _____ (improve) the campaign.
4 - If Mary _____ (compare) prices carefully, she **will save** a lot of money.
5 - Customers _____ (trust) the company more if it **were** more transparent about sponsored content.
6 - If influencers **had been** honest, people _____ (not feel) misled.
7 - If companies _____ (stop) using manipulative ads, consumers **would feel** less pressure to buy.
8 - You _____ (understand) marketing strategies better if you **study** media literacy.
9 - If you **had had** dinner with me, you _____ (eat) a tasty vegan recipe.
10 - People _____ (be) more critical of influencers if they **knew** how sponsorship deals work.

2 – Rewrite the following sentences by **making the necessary changes**:
1 - If people eat more vegetables, they will reduce their carbon footprint
Unless _____
2 - You will contribute to the increase of waste if you don't recycle regularly.
Unless _____
3 - Unless we use less plastic, the oceans will continue to be polluted.
If _____
4 - Unless animals had been protected, some species would have disappeared sooner.
If _____

3 – Rewrite the sentences, **starting them as suggested**:
1 – She doesn't eat vegetables and fruit, so she isn't healthier.
If she _____
2 – Mark ate too much meat, so he didn't lose weight.
If Mark _____
3 – Eat less meat and you will feel much better.
Unless you _____
4 – We didn't protect that forest, so several species disappeared.
If we _____
5 – I don't grow my own vegetables because I don't have a garden.
If I _____
6 – The factory produced such waste as it didn't recycle enough.
If the factory _____

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