

## unit 08

Complete the sentences with the correct form of the words in capitals.

- 1 It is of vital \_\_\_\_\_ that doctors \_\_\_\_\_ surgical equipment before using it.
- 2 It is your \_\_\_\_\_ to switch off the lights when you leave.
- 3 \_\_\_\_\_ was down to a metre due to the thick fog, so we had to drive very \_\_\_\_\_.
- 4 Supermarkets offer a \_\_\_\_\_ of products to consumers.
- 5 They depended on growing tomatoes for their \_\_\_\_\_.
- 6 He is very \_\_\_\_\_ and has a lively \_\_\_\_\_, so he gets along with almost everyone.
- 7 For their own \_\_\_\_\_, passengers are advised to remain seated.
- 8 The manager of the company is concerned about the decrease in \_\_\_\_\_.
- 9 Do you know the saying " \_\_\_\_\_ killed the cat"?
- 10 Can you sign this document, please? Don't worry, it's just a \_\_\_\_\_.
- 11 Violent, trouble-causing hooligans are a \_\_\_\_\_ among football fans.
- 12 We would like to point out the \_\_\_\_\_ between this new type of engine and the \_\_\_\_\_ one. They have nothing in common.
- 13 You have to \_\_\_\_\_ plants if you want them to grow well.

IMPORTANT, STERILE

RESPONSIBLE

VISIBLE

CAUTION

VARIOUS

LIVELY

CHEER, PERSONAL

SAFE

PRODUCTIVE

CURIOUS

FORMAL

MINOR

SIMILAR

CONVENTION

FERTILE

### Examination Practice

**A** Read the text below and decide which answer A, B, C or D best fits each space.

## ADVERTISING

In this day and age, advertising is big business. It (1) \_\_\_\_\_ a lot of effort into effectively (2) \_\_\_\_\_ the public about a product or service. Advertisements are introduced through a (3) \_\_\_\_\_ of means. Companies can choose (4) \_\_\_\_\_ the print media, television, radio or even huge lit-up billboards that (5) \_\_\_\_\_ put up around our cities and which (6) \_\_\_\_\_ that we buy this type of ice-cream or that type of trainer. Advertising companies use a number of techniques to attract our attention, including stunning photography, eye-catching graphics, jingles or clever (7) \_\_\_\_\_. (8) \_\_\_\_\_, companies may employ famous people like film stars to (9) \_\_\_\_\_ their products.

However, many governments have introduced rules and regulations that advertisers must follow. These codes of conduct (10) \_\_\_\_\_ that advertisers don't make exaggerated claims or offend certain groups of people. In some countries, advertisements can be displayed only in specific areas. (11) \_\_\_\_\_, some countries do not (12) \_\_\_\_\_ of the advertising of certain products, like tobacco, so they don't allow such advertising at all.