**II. QUẢNG CÁO (Advertisements):**

**1.** Trong Part 7, các bài đọc có thể có hình thức của các mẫu quảng cáo. Những quảng cáo này có thể về sản phẩm, dịch vụ hoặc quảng cáo việc làm. Chúng thường xuất hiện trong bài thi TOEIC.

Trong Part 7 của mỗi bài thi TOEIC thường có 1 đến 2 bài đọc đơn là bài quảng cáo. Mỗi quảng cáo thường có từ 2 đến 3 câu hỏi.

**2.** Những dạng câu hỏi thường gặp và hướng dẫn làm bài:

**a.** Những dạng câu hỏi thường gặp:

[Quảng cáo việc làm] What position is being advertised?

What is a requirement for the position?

How should a person apply for the job?

[Quảng cáo sản phẩm/dịch vụ] What is being advertised?

What is NOT a feature of the item?

For whom is this advertisement intended?

**b.** Hướng dẫn làm bài:

Nếu bài đọc là một quảng cáo việc làm, bạn nên tập trung chú ý vào vị trí được tuyển dụng, yêu cầu tuyển dụng, thủ tục nộp hồ sơ v.v. Bạn có thể tìm thấy một số từ khoá (key words) trong mẫu quảng cáo ví dụ như responsibilities, qualifications, requirement v.v.

Đối với quảng cáo sản phẩm / dịch vụ, bạn nên đọc tất cả chi tiết như người quảng cáo, người đọc, sản phẩm/dịch vụ. Tất cả những chi tiết này thường nằm trong phần đầu của mẫu quảng cáo; những đặc điểm của sản phẩm/dịch vụ hoặc các hình thức quảng cáo thường nằm ở những phần sau của mẫu quảng cáo.

**3.** Những hình thức diễn đạt thông thường và từ vựng trong các mẫu quảng cáo:

**a.** Những hình thức diễn đạt thông thường:

*\*Công việc / Vị trí (Job / Position)*

**Tên công ty + is seeking + tên công việc / mô tả sơ bộ công việc**

Cell-Tech is seeking an innovative and dynamic individual to facilitate business development at our new branch in Chicago.

*\*Trách nhiệm công việc (Responsibilities)*

**Candidates will be responsible for …**

**Candidates will be in charge of …**

The successful candidate will be responsible for budget management, account reconciliation and inventory control.

*\*Yêu cầu bằng cấp/kinh nghiệm (Requirements)*

**A candidate is require to have …**

**The successful applicant must have / possess …**

The candidate is required to have five or more years’ experience in a similar role.

*\*Cách thức nộp đơn ứng tuyển (Method of application)*

**Interested person should …**

**If you are interested, please …**

**If you want to work with us, you should …**

Interested persons should mail or fax a cover letter, resume, and references before the December 10 deadline.

**b.** Từ vựng thường xuất hiện trong mẫu quảng cáo:

*\*Tuyển dụng (Recruitment)*

Application Hire

Apply for In-house job posting

Be fluent in Interview

Bilingual Job vacancy (= job opening)

Candidate Prerequisite

Certificate Professional

Communication skills Proficient

Competent Qualification

Cover letter Recruit

Dependable Reference letter

Diploma Résumé

Employ Skill

Employment Specialist

Experienced Trustworthy

*\*Công việc (Jobs)*

Accountant Expert

Analyst Janitor

Attorney Operator

Bookkeeper Physician

Cashier Researcher

Chemist Salesman

Counselor Secretary

Engineer

*\*Thanh toán (Pay)*

Allotment Payment

Allowance Payroll

Benefit Pension

Bonus Reward

Cut the number on payroll Salary

Incentive Wage

Income

*\*Điều kiện làm việc (Working conditions)*

Be on duty Night shift

Be on leave Orientation

Day shift Part-time

Freelance Probationary period

Internship Sick leave

Maternity leave Temporary

Newcomer

Example 01: (Questions 155-156, Test 02, ETS 1200)

**Questions 155-156** refer to the following advertisement

|  |
| --- |
| ***Are you a lively conversationalist and an inspiring cook?***  How would you like to be the host of *The Half-Hour Chef,* a new television program scheduled to start broadcasting in February?  Try your luck at VAL-TV’s Studio 6 on December 5 by demonstrating your cooking in action. We have all the appliances you'll need. Just bring your own ingredients. Our program directors are not interested in your professional experience or personal portfolio. What they want to see is your on-the-air potential as a live performer. So drop by our studio at 9:00 A M . and show us what you can do! |

**155.** What position is being advertised?  
 (A) Restaurant chef

(B) Television show host  
 (C) Program director  
 (D) Cookbook editor

**156.** What are interested candidates asked  
 to do? (A) Provide their food ingredients  
 (B) Invent a new food recipe  
 (C) Watch a live television program  
 (D) Submit photographs of their

work

Example 02: (Questions 155-157, Test 04, ETS 5 Tests)

**Questions 155-157** refer to the following advertisement.

|  |
| --- |
| Would you like to be more productive? Do you find that you sometimes have a lot to do but get nothing done? Do you procrastinate? Would you like to be more organized? Are you tired of being rushed or under pressure?  Enroll in the Time Management workshop and learn how to plan and schedule work, how to set goals and overcome procrastination, and how to set priorities and follow through on them.  The workshop will be held on October 26 and run for three hours. Two identical sessions will be offered - one from 1 P.M. to 4 P. M. and the other from 5:30 P.M. to 8:30 P.M. Please choose the one that works best with your schedule. Contact Marcy Halford at extension 425 for more information. |

**155.** What is being advertised?  
 (A) A job

(B) A workshop  
 (C) A club  
 (D) A computer program

**157.** How long is each session?  
 (A) One hour  
 (B) Two hours  
 (C) Three hours  
 (D) Five hours

**156.** For whom is the advertisement

probably intended?  
 (A) People who work quickly  
 (B) People with planning experience  
 (C) Recently retired people  
 (D) Unorganized people

Example 03: (Questions 155-158, Test 05, ETS 1200)

**Questions 155-158** refer to the following advertisement.

|  |
| --- |
| Living Well  invites you to  **REWARD YOURSELF!**  Let us help you get fit, increase your energy, and feel great!  • All new members get two free sessions with a personal trainer! • There are no annual contracts-membership renews month to month. • Choose from a wide array of aerobic dance and exercise classes! • Going on vacation? We'll hold your place until you return. • We love kids! Let our child care specialists supervise your children in our new playroom ($10/hour fee applies) .  *This Week’s Special!!* **Join us this week and save $50 off the $150 enrollment fee!**  105 East Devonia Street • Newark, DE 19702 • 302-555-9764 |

**155.** What kind of business is Living

Well?  
 (A) A fitness club

(B) A health food store  
 (C) A vacation resort  
 (D) A music studio

**157.** What can new members receive for

free?  
 (A) Child care services  
 (B) Subscription to a monthly

magazine  
 (C) Sessions with a personal trainer  
 (D) Membership for a friend

**156.** How frequently are memberships

renewed?  
 (A) Once every two weeks (B) Once a month  
 (C) Once every six months  
 (D) Once a year

**158.** What is the usual enrollment fee?  
 (A) $50  
 (B) $100  
 (C) $150  
 (D) $200