**II. CÁC BÀI ĐỌC KÉP LIÊN QUAN ĐẾN QUẢNG CÁO**

**1.** Đối với các bài đọc kép liên quan đến quảng cáo, bài đọc thứ nhất là một bài quảng cáo về sản phẩm, dịch vụ, sự kiện hoặc là quảng cáo việc làm; bài đọc thứ hai có thể là một lá thư hoặc e-mail, một bài báo, cũng có thể là bài đọc nằm trong các dạng bài đọc khác được liệt kê ở phần VII chương 2.

**2.** Những dạng bài đọc thường gặp và hướng dẫn làm bài

**a.** Những dạng bài đọc thường gặp

Advertisement & Bài đọc thứ nhất là quảng cáo về sản phẩm, dịch vụ, sự

Email/Letter: kiện hoặc quảng cáo việc làm. Bài đọc thứ hai là một e-mail hoặc lá thư yêu cầu thông tin chi tiết về sản phẩm, dịch vụ; hoặc những yêu cầu, những thứ cần mang theo khi tham gia sự kiện; hoặc là e-mail / thư ứng tuyển vị trí công việc được quảng cáo.

Advertisement & Bài đọc thứ nhất là quảng cáo về một sản phẩm hoặc dịch

Article: vụ. Bài đọc thứ hai là một bài báo nói về những nhận xét, đánh giá, ý kiến về sản phẩm hoặc dịch vụ đó.

Advertisement & Bài đọc thứ nhất là quảng cáo về một sản phẩm. Bài đọc

Dạng bài đọc khác thứ hai là một bài hướng dẫn (instruction) sử dụng sản phẩm đó; một biểu mẫu (form) để tham gia vào dịch vụ mới được quảng cáo, v.v.

**b.** Hướng dẫn làm bài

**Bước 1:** Xác định từ khoá (keyword) trong các câu hỏi để biết được cần phải tìm

thông tin trong bài đọc nào.

**Bước 2:** Tìm gợi ý thứ nhất liên quan đến từ khoá ở một trong hai bài đọc, sau đó

tìm gợi ý thứ 2 ở bài đọc còn lại và liên kết các gợi ý đó để chọn câu trả lời

đúng.

Example 01: Advertisement & E-mail (Questions 181-185, Test 05, ETS 5 Tests)

Questions 181-185 refer to the following advertisement and e-mail.

|  |  |  |
| --- | --- | --- |
| **Drive Right Rent-A-Car Special Prices for Spring Getaways–Valid March 30–June 15** | | |
| **Vehicle Class** | **Features** | **Base Price** |
| ***Economy*** | 2 doors  Air-conditioning AM/FM stereo Room for four passengers | **Now only $39/day!** |
| ***Intermediate*** | 2 doors  Air-conditioning AM/FM stereo with CD player Room for four passengers | **Now only $45/day!** |
| ***Standard*** | 4 doors Air-conditioning AM/FM stereo with CD player Room for five passengers | **Now only $50/day!** |
| ***Premium*** | 4 doors Air-conditioning AM/FM stereo with CD player Room for seven passengers | **Now only $68/day!** |
| *Limited-time offer. Rental car must be returned by June 15 in order to qualify for base price listed. Base prices do not include surcharges assessed for cars rented at any of our airport locations. We regret that your desired vehicle class may not be available at all Drive Right locations.* | | |

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| --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | amanda.j.mitchell@raewyncorp.com |   To:   |  | | --- | | ting.c.hwang@raewyncorp.com |   From:   |  | | --- | | June 3 |   Date:   |  | | --- | | New reservation |   Subject:   |  | | --- | | @ Kelleysville reservation.pdf |   Attachment:   |  | | --- | | Hi Amanda,  I need to ask for your help again with my upcoming trip to the Kelleysville office. Mr. Jordan has just asked me and our team from the Kelleysville office to go together to a meeting in Riccardi City. For this reason, please change the car rental reservation you made for me earlier. I will pick up the car from the Kelleysville airport on June 13 as originally planned, but then I'll keep it longer than planned; I will drive the group from the Kelleysville office to Riccardi City for the meeting there on June 15. To accommodate the group, I'll need a car that seats six people. I will now be returning the car to the Kelleysville airport on June 17. Finally, if you could change my flight reservation so that I'll return from Kelleysville on the evening of June 17, I would appreciate it.  In case you deleted the e-mail message I sent you a few days ago , I've attached a copy of the advertisement I found for the rental car company I usually use when I travel to Kelleysville on business. I've found this company to be very helpful in the past when we have had to make changes to a reservation.  Thanks!  Ting-Chun | |

**181.** What is the purpose of the e-mail?

(A) To cancel a business trip to

Kelleysville  
 (B) To request that a travel itinerary be  
 changed  
 (C) To ask how many people will be  
 attending a meeting  
 (D) To inquire about accommodations

at a hotel in Kelleysville

**182.** When will Ting-Chun Hwang attend  
 a meeting in Riccardi City?

(A) On June 3  
 (B) On June 13  
 (C) On June 15  
 (D) On June 17

**183.** What class of car will most likely be  
 reserved for Ting-Chun Hwang?

(A) Economy  
 (B) Intermediate  
 (C) Standard  
 (D) Premium

**184.** What is true about all of the classes of

cars in the advertisement?

(A) They have air-conditioning.  
 (B) They have CD players.  
 (C) They have four doors.  
 (D) They are always available at each

Drive Right location.

**185.** What is suggested about the base price

that Ting-Chun Hwang will pay to rent

a car?

(A) It is a special price for business

travelers.  
 (B) It will be different from the base

price listed in the advertisement.  
 (C) It is higher than the price he would

pay to rent a car in Riccardi City.  
 (D) It will be lower because he has

rented the car from an airport

location.

Example 02: Advertisement & Application form (Questions 181-185, Test 03, ETS 1200)

**Questions 181-185** refer to the following advertisement and application form.

|  |
| --- |
| **Call for Applications**  LANGO Corporation is looking for an energetic, talented individual to direct its international training department. We are a New York-based pharmaceutical company with offices in Madrid, Rome, Tokyo, and Sydney. The ideal candidate will have a bachelor's degree or higher in a science discipline, as well as some experience (two years minimum) working in the health services profession. Fluency in Spanish or Italian is required. Some Japanese competency is desirable, but not mandatory. Application forms can be printed from our Web site at www.langocorp.com or obtained by writing to us directly. Please send completed forms, including references, to  Recruiting Department, Lango Corp.,  58 West Bradley Avenue, New York City, NY Reference #7681. |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | #7681 |   LANGO Job Application Form Job Reference   |  | | --- | | Sophie Beauchamp |   Name   |  | | --- | | 1582 Baydale Avenue, New York, NY 10025 |   Address   |  | | --- | | 212-555-2951 |   Telephone   |  | | --- | | sbeauchamp@email.net |   Email address   |  | | --- | | Bannon University, Master of Arts in Spanish Language and Literature American Polytechnic University, Bachelor of Science inBiology |   Education   |  | | --- | | Senior Researcher, Drexel Health Institute (Dietary Studies Division),  2004 – present Nursing Assistant, Bannon Hospital, 2001-2003 French Instructor, Alton Preparatory School, 1999-2001 |   Employment   |  | | --- | | Dr. James Chen, Drexel Health Institute, jchen@dhinst.med Dr. Kimberly Suzuki, Drexel Health Institute, suzuki@dhinst.med Dr. Marietta Fellini, Bannon Hospital, fellini@bannon.net |   References |

**181.** What position is being advertised?

(A) Training director  
 (B) Spanish-language instructor  
 (C) Medical assistant  
 (D) Recruiting manager

**182.** What is NOT mentioned as a

requirement for the position?

(A) A university education  
 (B) Knowledge of another language  
 (C) Willingness to travel  
 (D) Experience in a health profession

**183.** How should applications be submitted?

(A) By e-mail  
 (B) By regular mail  
 (C) By fax  
 (D) In person

**184.** What part of Sophie Beauchamp's  
 background fulfills the job's language  
 requirement?

(A) Her work as a language teacher  
 (B) Her experience working in other  
 countries  
 (C) Her degree from Bannon University  
 (D) Her current employment at Drexel  
 Health Institute

**185.** What is probably true about Dr.

Fellini?

(A) She worked with Sophie

Beauchamp at a medical facility.  
 (B) She was in the same master's

program as Sophie Beauchamp.  
 (C) She has applied for a position at

Lango Corporation.  
 (D) She works with Dr. Kimberly

Suzuki.

**3. Reading practice:**

Read the following passages and choose the best answer to each question given.

Passage 01: Advertisement & E-mail (Questions 191-195, Test 02, ETS 5 Tests)

**Questions 191-195** refer to the following advertisement and e-mail.

|  |  |
| --- | --- |
| ***Check out these vacation package deals from Canale Travel.***  Lake Beauty, *6 days/5 nights:* Explore England’s famed Lake District. Enjoy some of the area’s most picturesque lakes and walking trails. From $499.  Nature Escape, *5 days/4 nights:* Discover aquatic creatures and exotic animals with this Costa Rica package. Tour Monteverde Rainforest and relax on Jaco Beach. From $499.  Scenic Heritage, *4 days/3 nights:* Go back in time on this visit to Cape Breton Island, one of Canada’s most beautiful spots. Enjoy scenic drives and visits to some of the area’s historical sites. From $399.  Southern Safari, *JO days/9 nights:* Witness wildlife at Galana National Park in southern Kenya and see Grand Falon Falls. From $1099.  Packages include lodging, daily breakfast, and sightseeing tours. Prices listed are per person and may vary based on date of travel and upgrades selected.  Call 907-555-0113 or visit www.canoletravel.com for details.   |  | | --- | | **Canole Travel** | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | krosenthal@merinmar.org |   To:   |  | | --- | | dee wong@canoletravel.com |   From:   |  | | --- | | October 29 |   Date:   |  | | --- | | Your inquiry |   Subject:   |  | | --- | | @ Invoice\_1029103.txt |   Attachment:   |  | | --- | | Dear Mr. Rosenthal,  We are pleased that you have selected from among our exciting package offerings for your next vacation. In order to accommodate your request for a room with ocean views, your three-night stay has been reserved at Bild’s Peak Hotel. For more information, I recommend that you go to the hotel's Web site directly (www.bildspeak.ca) or follow the links on Canole Travel’s Web site (www.canoletravel.com/hotels).  I have updated your invoice to include the cost of the hotel upgrade; please see the attached file. The bill must be paid in full at least one week before your departure date. Feel free to contact me with any questions you may have.  Sincerely  Dee Wong, Canole Travel | |

**191.** According to the advertisement, where

will travelers visit a waterfall?

(A) In England  
 (B) In Costa Rica  
 (C) In Canada  
 (D) In Kenya

**192.** What is NOT mentioned as included in

the cost of the packages?

(A) Accommodations  
 (B) Sightseeing trips  
 (C) A meal  
 (D) Airfare

**193.** What package did Mr. Rosenthal most

likely choose?

(A) Lake Beauty  
 (B) Nature Escape  
 (C) Scenic Heritage  
 (D) Southern Safari

**194.** What does Ms. Wong suggest that  
 Mr. Rosenthal do?

(A) Call the hotel  
 (B) Visit a Web site  
 (C) Select a different package  
 (D) Book a future vacation

**195.** What is suggested about the invoice?

(A) It has been modified by Ms. Wong.  
 (B) It has been paid by Mr. Rosenthal.  
 (C) It will be sent along with the

itinerary.  
 (D) It does not include service fees.

Passage 02: Advertisement & Form (Questions 186-190, Test 05, ETS 5 Tests)

**Questions 186-190** refer to the following advertisement and form.

|  |
| --- |
| **McEvan’s Supermarkets to Mark its Twentieth Anniversary on October 24!**  We would like you to join us on October 24. On this special day, we will be giving you even more ways to save. Plus, there will be live music, free food samples, and contests throughout the day. There are more reasons than ever to come to McEvan’s on October 24.  We will offer:  • substantial discounts on hundreds of items from nearly every aisle or department,  including the bakery, the dairy farm, and the vegetable garden • discount vouchers for $10.00, $15.00, or $20.00 to the first 100 customers • a McEvan’s Supermarket trivia contest that includes free t-shirts and other giveaways  To learn more about the special events planned for October 24, go to our Web site at www.mcevansupermarket.com or ask any one of our 200 employees for more information. |

|  |  |
| --- | --- |
| **Happy 20th!**   |  | | --- | | **McEvan’s supermarket** |   **October 24 only**  **$10.00 discount**  **Please present to cashier at time of purchase**  Title \_\_\_*ms.***\_\_\_**  First Name \_\_\_\_\_*Helen*\_\_\_\_\_\_ Middle Initial \_\_\_\_\_\_ Last Name \_\_\_*Fettner*\_\_\_\_\_  Mailing Address (including apt. number) \_\_\_\_\_*145 Briggs Street\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  City \_\_\_*Tilford\_\_\_* State *\_\_\_\_AZ\_\_\_* Zip Code \_\_\_*08521*\_\_\_\_  Would Like to Receive Mail from McEvan’s? *\_\_\_X\_\_* Yes \_\_\_\_\_\_ No  Specials and Information via E-mail? \_\_\_\_\_\_ Yes *\_\_\_X\_\_* No  E-mail Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **We pledge to keep your information confidential. It will not be sent to any third party.** In the event that your contact information changes, please call us at (520) 555-0318 or e-mail us at info@mcevansupermarket.com. |

**186.** What is advertised in the notice?

(A) A new line of products  
 (B) A store remodeling  
 (C) An anniversary celebration  
 (D) An employee picnic

**187.** What is NOT mentioned about

McEvan’s Supermarket?

(A) It has been in operation for almost  
 twenty years.  
 (B) It is located in downtown Tilford.  
 (C) It has a Web site.  
 (D) It is a business with 200 employees.

**188.** Why did Ms. Fettner receive a voucher?

(A) She was one of the first customers

on October 24.  
 (B) She was the winner of an online

contest on October 24.  
 (C) She was employee of the month in  
 October.  
 (D) She was the first customer in

October.

**189.** How much will Ms. Fettner save with  
 the voucher?

(A) $10.00  
 (B) $15.00  
 (C) $20.00  
 (D) $25.00

**190.** What is stated on the voucher?

(A) All returns must be made within  
 30 days.  
 (B) The discount is valid for one week.  
 (C) A minimum purchase of $20.00 is  
 required.  
 (D) Customer information will be kept  
 private.

Passage 03: Advertisement & Letter (Questions 186-190, Test 03, Economy 03)

**Questions 186-190** refer to the following advertisement and letter.

|  |
| --- |
| Seeking teachers at Advanced Education Center(AEC)  The Best Place for Your Career  **What We Do** Make and Sell Teaching Materials for Children and Adults  **What You Do** Explain various goods intended for children by home tutoring or by phone conversation  **Working Hours** You have three options:  1. 9:00 a.m. - 2:00 p.m. ($9/hour) 2. 2:00 p.m. - 6:00 p.m. ($10/hour) 3. 6:00 p.m. - 9:00 p.m. ($11/hour)  \* There is no overtime pay, as you will never be asked to work overtime.  **Working Days** - We are open on weekdays, from Monday to Saturday. - National holidays and Sundays are holidays. - Choose a flexible work plan that ranges from two to five days a week.  **Qualifications** - No age limitation, teaching experience preferable - More than three years of sales experience preferable  **Contact for Interviews** Email or mail us a resume and a cover letter by January 20, 2010.  Dick Waif Human Resources Department AEC |

|  |
| --- |
| Dear Mr. Walf,  I read your advertisement in the January 2010 issue of *Woman's Life,* and I have a keen interest in working for you. I would like to work from 2 p.m. to 6 p.m. and work four days: Monday, Tuesday, Thursday and Friday. I have four years of experience in the same field of work. I can meet you any day this month except January 20-23.  Also, I have a few questions about the job. First, what kinds of jobs are there except for telephoning people and visiting people’s homes? The other question is whether I can change the number of days I work a week from four to three from January of next year.  Please let me know if and when I can come in for an interview. I am looking forward to hearing from you soon.  Sincerely,  Susan Smith  Susan Smith |

**186.** What is indicated about the Advanced  
 Education Center?

(A) There may be additional pay if  
 performance is good.  
 (B) Some part-timers can work once a  
 week.  
 (C) AEC deals with educational books.  
 (D) *Woman's Life* is issued by AEC.

**187.** What are applicants asked to send to

the personnel office?

(A) A letter of recommendation  
 (B) A personal history  
 (C) A transcript  
 (D) A copy of a teaching certificate

**188.** What is the main purpose of the letter?

(A) To meet the interviewee  
 (B) To express gratitude for employment  
 (C) To request shift work  
 (D) To apply for a position

**189.** What can be inferred about Susan  
 Smith?

(A) Dick and Susan are familiar with  
 each other.  
 (B) Her interview may be scheduled

after January 23.  
 (C) She will work on weekends.  
 (D) Susan has tutored children for more

than five years.

**190.** How much could Susan earn per week in  
 2011?

(A) 40 dollars  
 (B) 120 dollars  
 (C) 160 dollars  
 (D) 176 dollars