### **READING EXERCISE for the 2nd Term**

#### **UNIT 1 ADVERTISEMENT**



Noun:	taste, effort, weakness, competition, trip, sample			
Adjective:	subtle, close, free			
Adverb:	rarely			
	avoid, influence, pride, exert, persuade, classify, offer, capture, devise, enable			
Phrasal Verb:	run over, call for, call at, come across, get over			

No one can avoid being influenced by advertisements. Much as we may pride ourselves on our good taste, we are no longer free to choose the things we want, for advertising exerts a subtle influence on us. In their efforts to persuade us to buy this or that product, advertisers have made a close study of human nature and have classified all our weaknesses. Advertisers discovered years ago that all of us love to get something for nothing. An advertisement which begins with the magic word "free" can rarely go wrong. These days, advertisers not only offer free samples, but free cars, free houses, and free trips around the world as well. They devise hundreds of competitions which will enable us to win huge sums of money. Radio and television have made it possible for advertisers to capture the attention of millions of people in this way.

- I. Read the passage carefully and circle the choice which is the closest in meaning to the word given.
  - 1. "exerts" in line 3 means
- 1

A. uses

**A.** win **B.** lose

**B.** sends **C.** takes

C. organise

- 2. "close" in line 4 means
- 4. "enable" in line 9 means

3. "devise" in line 9 means

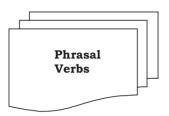
**A.** unimportant **B.** careful

**A.** make possible **B.** order

**C.** necessary

- C. bring
- 5. "capture" in line 10 means
  - A. pay
  - **B.** take
  - C. attract

II. Match the following words with the definitions.						
1 avoid	a. something that does not cost you any money					
2 subtle	<b>b.</b> to ask someone if they would like to have					
3 persuade	<b>c.</b> to stay away from someone or something, or not use something					
4 sample	<b>d.</b> to be especially proud of a good quality that you have					
5 classify	<b>e.</b> a visit to a place that involves a journey, for pleasure or a particular purpose					
<b>6. trip f.</b> an attempt to do something, especially when this involves a lot of hard work or determination						
7 effort	g. to make someone believe something or feel sure about something					
8 offer	<ul><li>h. a small amount of a product that people can try in order to find out what it is like</li><li>i. to decide what group something belongs to</li></ul>					
9 p <mark>ride</mark>						
10 free	<b>j.</b> not easy to notice or understand unless you pay careful attention					
III. Fill in the blanks with an appropriate word from the list below making changes if necessary.						
weakness rare	ely competition taste influence					
1. I try not to cry in	public since it is considered as a sign of					
	<b>2.</b> I had many professors at the university but one has especially me to choose to continue my career.					
	3. Although we have different in music, we can still go out together to have fun.					
<b>4.</b> Nowadays	<b>4.</b> Nowadays is seen as an important factor to achieve success.					
	<b>5.</b> Men do not like talking about their work much and when they do, it is usually something very important.					



run over:	knock down and go over, when in charge of a vehicle			
call at:	call at: visit, especially on some business			
come across:	meet unexpectedly, run into			
call for:	if a group of people calls for something, they ask publicly for something to be done			
get over:	recover from an illness etc.			

## IV. Fill in the blanks with one of the phrasal verbs from the list above making changes if necessary.

1.	It took him some hours to the shock when he learned the plane crash.
2.	Could you the grocer's on your way home; we have run out of cheese and olives.
3.	While I was cleaning the attic, I some old photographs of mine.
4.	Human Rights groups are the release of political prisoners.
5.	When a cat suddenly jumped into the street I had to push the brakes hard so as not to it.

#### **MINI TEST**

	<ul><li>A) exert</li><li>C) influence</li><li>E) enable</li></ul>	<ul><li>B) persuade</li><li>D) devise</li></ul>				
	•	<b>D)</b> devise		A) persuade	B) classify	
	E) enab			C) devise	<b>D)</b> capture	
		le		E) enable		
2.	It is unethical to people according to their level of wealth.		<ol><li>It is still debated whether the of people are inherent or drive by marketers.</li></ol>			
	A) exert	B) enable		A) tastes	B) samples	
	C) pride	D) classify		C) trips	<b>D)</b> competitions	
	E) persuade			E) weaknesses		
3.	The symptoms of cancer are so that they are often ignored.		8.	8. I don't know how she has been doing lately because I can so her.		
	A) close	B) subtle		A) actually	B) eventually	
	C) definite	D) efficient		C) definitely	D) rarely	
	E) free			E) unfor	ctunately	
4.	Achieving what you want in life requires both time and		9.	You should not follow an exercise programme that is not by a health expert.		
	A) weakness	B) sample		A) captured	B) influenced	
	C) effort	D) taste		c) devised	<b>D)</b> avoided	
	E) competition			E) persi	•	
5.	In fact, there is nothing in life; everything has a price.		10. Since she knew what was going on in the company more than everybody else, I regularly			
	A) close	B) subtle		her office for the news.		
	C) achievable	<b>D)</b> inevitable		A) called for	B) ran over	
E) free				C) called at	<b>D)</b> got over	
				E) came	across	

# **ANSWER KEY:**

I. 1. A	II. 1.c	III. 1. weakness	IV. 1. get over	<b>MINI TEST</b>
2. B	<b>2.</b> j	<ol><li>influenced</li></ol>	2. call at	1. A
3. C	3. g	3. tastes	<ol><li>came across</li></ol>	2. D
4. A	4. h	4. competition	4. calling for	<b>3.</b> B
5. C	5. i	5. rarely	5. run over	4. C
	<b>6.</b> e		200-000 200-000-00-000	5. E
	7. f			6. A
	<b>8.</b> b			7. A
	<b>9.</b> d			8. D
	<b>10.</b> a			<b>9.</b> C
	836501979			10. C