**Unit 5 Advertising**

**Test 1**

**I. Read the text. Are these statements true(T)or false (F), or does the text not say (DS)?**

1.True

2. True

3. False

4. False

5. False

6. True

7. False

8. True

**GRAMMAR**

**II. Complete the sentences with the correct form of the verbs/adjectives in brackets.**

9. How would you feel, if we offered you the job of assistant manager?

10. If I were you, I’d take the job.

11. The more you water this plant, the taller it will grow.

12. It’s 35 degrees today! It must be the hottest day so far this year!

13. I’d feel a lot happier if you let me help.

14. This is earliest train from now. You won’t be able to leave any sooner.

15. Martin thought that the second part of the book was more interesting as he liked it more than the first one.

16. My laptop cost a fortune and it was the most expensive thing I’ve ever bought.

17. I can’t stand this weather! It’s still getting worse!

18. Paula’s work is more careful than before. She should be more attentive to detail.

19. Jack can swim a bit better than I can; he is really faster than I am.

20. Living in the country is just as expensive as living in London.

**VOCABULARY**

**III. Complete the sentences with one word. The first letter is given for you.**

21. This advert isn’t attention-grabbing. We need something more noticeable and memorable.

22. Coca-cola has always been good at coming up with a catchy slogan.

23. Bright colours of the advert make it very eye-catching.

24. Children are an attractive target for advertisers.

25. Children are less critical and they don’t realize that adverts have a persuasive message.

26. Manufactures spend vitty sums of money on advertising products for children.

**IV. Write the words for the definitions.**

27.financial support for an activity or event - sponsorship

28.an advertisement broadcast on television or radio - commercial

29.a short song used in advertisements - jingle

30.to increase or further improve something, to change for the better - enchance

**WORDFORMATION**

**VI. Complete the sentences with the words formed from the words in brackets. Use prefixes/suffixes.**

31.The advertisement should have a recognizable logo identifying the product with the company. **RECOGNIZE**

32.One of the most effective strategies of advertising is to create a memory hook for the ad. **EFFECT / MEMORY**

33.People want to see something new and original in the advertisements. **ORIGIN**

34. Young people have more sophisticated tastes nowadays. **SOPHISTICATION**

35. Constant exposure to digitally-altered pictures that show apparently perfect people is affecting children’s and young adults’ view of the world. **EXPOSE**