**[Loai: DOC–PART 7 – 91-95]**

**[Q]**

**In this part you will read a selection of texts. Each text or set of texts is followed by several questions. Choose the best answer for each question. (4-TA6-2021).**

**Questions 91-95** refer to the following article, schedule, and flyer **(4-TA6-2021).**

|  |
| --- |
| **Long-Awaited Sequel Has Arrived**  (June 2)- David Mendoza’s eagerly anticipated sequel to the best-selling *Waking Up* is finally here. The much loved *Waking Up* chronicled the ups and downs Mendoza experienced as he moved from job to job as a youth, working as everything from dock worker and fisherman, to hotel clerk and tennis instructor.  *Life Lessons in Advertising* picks up where the previous book left off, with Mendoza having just arrived in New York City. We follow his rise from mailroom clerk to the head of M&D Creative, a highly successful advertising agency. Written in the humorous, informal style that has made Mendoza’s ads so successful over the years, the book shares stories of client case histories and reveals how he developed his most successful advertisements. The book is now available online and in bookstores everywhere. |

|  |
| --- |
| **Book Review: Life Lessons in Advertising**  By Julia Turnbull  Given that it took twenty years for David Mendoza to wwrite his second book, *Life Lessons in Advertising,* the impressionthe reader is left with at the end is that he forgot to edit his work. While I thoroughly enjoyed Mendoza’s previous book, this sequel is made up of dull, complicated sentences that make reading a chore. There’s no argument regarding his abilities as an advertising executive, yet the anecdotes about life in the advertising business are so much less engaging than those earlier stories that almost jumped off the pages. For example, nothing matches the earlier book’s crystal clear descriptions of his escapades and unexpected adventures as a hotel cleark in northern Montana. This is one book you can skip. |

|  |
| --- |
| *Advertising in Motion Magazine*  A minute with ...  Advertising guru David Mendoza  **AIMM**: Why did it take you so long to write this book?  **Mendoza**: It’s funny. I’ve always considered my copywriting to be my strength. But long pieces of writing, like manuscripts, are very difficult for me, so I take my time to edit them carefully. But I’m very proud of the end result-it’s easy to read and highly enjoyable, just like my first book.  **AIMM**: You’ve held so many jobs, like fisherman and tennis instructor. Why do you think advertising stuck?  **Mendoza**: I’m not so sure it did really stick, although I’ve been with it for a while. My philosophy is to be open to any opportunity that comes my way. Advertising came my way, but I’m rather sure it’s not the last thing I’ll try my hand at. And you never know, I might go back to fishing or tennis. |

[Q]

In the article, the phrase “pick up” in paragraph 2, line 1, is closest in meaning to

0. gets better

0. becomes faster

1. starts again

0. lifts up

[Q]

What is indicated about *Walking Up*?

1. It was published twenty years ago.

0. It has been made into a movie.

0. It contains photographs.

0. It is out of print.

[Q]

In the book review, what is suggested about Mr Mendoza’s time as a hotel clerk?

1. He experienced some surprising incidents.

0. He travelled throughout Montana.

0. He met several advertising executives.

0. He wrote stories in the evenings.

[Q]

On what point do Mr. Mendoza and Ms. Turnbull disagree?

0. Mr. Mendoza’s effectiveness as an advertising executive

0. Mr. Mendoza’s attitude toward reading for pleasure

0. The reason *Walking Up* is popular

1. The quality of the writing in *Life Lessons in Advertising*

[Q]

What does Mr. Mendoza imply in the interview transcript?

0. He is looking for a new publisher.

0. He has recently bought a new fishing boat.

0. He learnt the most from his job as a tennis instructor.

1. He may change his profession again.