

1. Read the text and fill in the gaps:

*to work well, like an art work, the growth, to rely on, to depend on, access, unnecessary, of the 20<sup>th</sup> century*

**Advertising in the Modern Society**

Advertising is the greatest art form \_\_\_\_\_. Today advertising is one of the primary sources of information that people \_\_\_\_\_ in making purchasing decisions. The main channels of advertisement in the 20th century \_\_\_\_\_ magazines, news, radio, television, and Internet. People watch TV in restaurants, news and magazine are readily available in clinics and hotels, billboards are almost everywhere, people hear the radio in transport or even at the street. The easy **access** of Internet has increased \_\_\_\_\_ of advertising sources as well.

Advertising artfully promotes materialism, expenditure, and typecasting that cause consumers to buy products that are \_\_\_\_\_. People are being sold to the idea that happiness \_\_\_\_\_ being able to have material things.

The creation of marketing ploys in advertising is skillfully done \_\_\_\_\_. For instance, McDonald's happy meal 'marketing ploy has been attracted increasing number of children to eat in its fast food restaurants. The offer of free toys with every happy meal is a tactic that \_\_\_\_\_ to young consumers to buy McDonald products.

2. Answer the questions:

1. What is this text about?
2. Why do people watch ads?
3. Do you buy some goods without knowing about them from ads?
4. Can the ads influence your opinion?
5. Do you believe that ads have a great impact on people's decisions?

3. Watch 2 commercials and comment them. Speak on the following points:

- What devices are used to attract consumer's attention?
- What is the difference between these two commercials?
- Which is more attractive for you? Explain.

4. Imagine that you are an adman. You need to represent a new product to the market. Be ready with your advertisement.

In your presentation you must mention:

- the name of the product:
- its unique properties (why people have to buy this very product);
- slogan (to stick in mind)-

*Sample of advertisement:*



*Even better than  
chocolate!*

Haven't you heard of brand new sweet?!

'Mockolate' – the first synthetic-cooking chocolate! A completely chocolate substitute for the sweet tooth!

## Grammar

### Revision

#### **Ex. 1. Complete the sentences. Put the verb into the proper tense form (affirmative or interrogative)**

1. It was warm, so I took off my coat. (take)
2. The film wasn't very good. I didn't enjoy it very much. (enjoy)
3. I knew Sarah was very busy, so I \_\_\_\_\_ her. (disturb)
4. I was very tired, so I \_\_\_\_\_ the party early. (leave)
5. The bed was very uncomfortable. I \_\_\_\_\_ very well. (sleep)
6. The window was open and a bird \_\_\_\_\_ into the room. (fly)
7. The hotel wasn't very expensive. It \_\_\_\_\_ very much. (cost)
8. I was in a hurry, so I \_\_\_\_\_ time to phone you. (have)
9. It was hard carrying the bags. They \_\_\_\_\_ very heavy. (be)
10. 'How did you learn to drive?' 'My father \_\_\_\_\_ me.' (teach)

#### **Ex. 2. Use the verb in the right form Past Indefinite or Past Continuous.**

1. Jenny was waiting (wait) for me when I arrived (arrive).
2. 'What \_\_\_\_\_ (you / do) at this time yesterday?' 'I was asleep.'
3. '\_\_\_\_\_ (you / go) out last night?' 'No, I was too tired.'
4. How fast \_\_\_\_\_ (you / drive) when the accident \_\_\_\_\_ (happen)?
5. Sam \_\_\_\_\_ (take) a photograph of me while I \_\_\_\_\_ (not / look).
6. We were in a very difficult position. We \_\_\_\_\_ (not / know) what to do.
7. I haven't seen Alan for ages. When I last \_\_\_\_\_ (see) him, he \_\_\_\_\_ (try) to find a job.
8. I \_\_\_\_\_ (walk) along the street when suddenly I \_\_\_\_\_ (hear) footsteps behind me. Somebody \_\_\_\_\_ (follow) me. I was scared and I \_\_\_\_\_ (start) to run.
9. When I was young, I \_\_\_\_\_ (want) to be a pilot.
10. Last night I \_\_\_\_\_ (drop) a plate when I \_\_\_\_\_ (do) the washing up. Fortunately it \_\_\_\_\_ (not / break).

#### **Ex. 3. Choose the right variant.**

1. 'Did you phone Lucy?' 'Oh no, I forgot. ~~I phone~~ / I'll phone her now.' (I'll phone is correct)
2. I can't meet you tomorrow. I'm playing / ~~I'll play~~ tennis. \_\_\_\_\_ 3. I meet / I'll meet you outside the hotel in half an hour, OK?' 'Yes, that's fine.'
4. I need some money.' 'OK. I'm lending / I'll lend you some. How much do you need?'
5. I'm having / I'll have a party next Saturday. I hope you can come.
6. 'Remember to get a newspaper when you go out.' 'OK. I don't forget / I won't forget.
7. 'What time does your train leave / will your train leave tomorrow?'
8. I asked Sue what happened, but she doesn't tell / won't tell me.
9. 'Are you doing / Will you do anything tomorrow evening?' 'No, I'm free. Why?'
10. I don't want to go out alone. Do you come / Will you come with me?

#### **Ex. 4. Open the brackets using Future Simple or Future Continuous.**

1. You \_\_\_\_\_ (to work) all tomorrow morning.
2. He \_\_\_\_\_ (to see) them tomorrow.
- He \_\_\_\_\_ (to tell) them what you said.
3. I \_\_\_\_\_ (to visit) her office next day. I \_\_\_\_\_ (to ask) her then.
4. My son \_\_\_\_\_ (to stay) with my parents for the holidays.
5. You \_\_\_\_\_ (to stay) here all weekend?
6. Don't disturb him, at the moment he \_\_\_\_\_ (to have) breakfast.
7. I \_\_\_\_\_ (to see) the manager at the meeting next week.
- And he \_\_\_\_\_ (to give) me all the information he knows.
8. Next year he \_\_\_\_\_ (to come) to Paris.
9. You \_\_\_\_\_ (to come) to our party? – No, I \_\_\_\_\_ (to work) on my report.
10. Don't leave your child alone! He \_\_\_\_\_ (to cry).