ANSWER KEY WITH EXPLANATIONS

Everyday Vocabulary Advertising Test

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1	C	2	B	3	A	4	B	5	D	6	D	7	C	8	A				

Explanations

1. (Please note: The following questions are part of a cloze test. They are interrelated, meaning that the information provided in each question is connected to the others.)

ADVERTISING

Advertisements are everywhere, from columns of small _____ advertisements for houses, jobs, cars etc. in newspapers to big _____ on walls and enormous advertisements on _____ by the side of the road.
✔ **C) classified**
Classified advertisements are the short adverts in a newspaper, sorted into groups such as houses, jobs and cars. Not **classic** or **classical**, which mean traditional or of high quality, or connected with ancient Greece and Rome or serious music.

2. Advertisements are everywhere, from columns of small _____ advertisements for houses, jobs, cars etc. in newspapers to big _____ on walls and enormous advertisements on _____ by the side of the road.
✔ **B) posters**
A **poster** is a large printed picture or notice that you put on a wall, e.g. **There were posters for the concert all over town.** Not **commercials**, because commercials are adverts on TV or radio, not on walls.

3. Advertisements are everywhere, from columns of small _____ advertisements for houses, jobs, cars etc. in newspapers to big _____ on walls and enormous advertisements on _____ by the side of the road.
✔ **A) hoardings**
In British English, a **hoarding** is a very large board by the road or on a building where adverts are put up. American English calls it a **billboard**. The clue is **enormous advertisements … by the side of the road**.

4. The job of the advertising _____ is to _____ the products of the firms who employ them.
✔ **B) agencies**
An **advertising agency** is a company that creates adverts for other firms. The clue is **the firms who employ them**: businesses pay agencies to advertise their products.

5. The job of the advertising _____ is to _____ the products of the firms who employ them.
✔ **D) publicize**
To **publicize** (also spelt **publicise**) a product means to make many people know about it, e.g. **They publicized the new phone on TV.** Not **produce**, because agencies advertise products. They don't make them.

6. They design eye-_____ advertisements and make television _____ to _____ us to buy, buy, buy.
✔ **D) catching**
Eye-catching means so attractive or unusual that you notice it at once, e.g. **an eye-catching poster**. This is a fixed expression. **Eye-persuading**, **eye-keeping** and **eye-holding** are not used.

7. They design eye-_____ advertisements and make television _____ to _____ us to buy, buy, buy.
✔ **C) commercials**
A **commercial** is an advertisement on television or radio, e.g. **a TV commercial for chocolate**. Not **documentaries**, which are programmes that give facts about a real subject. They don't try to sell things.

8. They design eye-_____ advertisements and make television _____ to _____ us to buy, buy, buy.
✔ **A) persuade**
We say **persuade someone to do something**, which means make them want to do it. Here the adverts make us want **to buy, buy, buy**. Not **publicize**, because we publicize a product, not a person.

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