( Mega 5 )

U 5 , Reading

 **A – Answer the following questions :**

 1 – How many advertisements is the average person exposed to each day ?

 ………………………………………………………………………………………………………………………………………………………………

 2 – What are the traditional approaches of advertisement ?

 …………………………………………………………………………………………………………………………………………………………………

 3 – Why do advertisers need the consumer’s attention ?

 …………………………………………………………………………………………………………………………………………………………………

 4 – What is the best way to get consumer attention that advertisers have found ?

 …………………………………………………………………………………………………………………………………………………………………

 5 – What is the sneakiest form of advertising ?

 …………………………………………………………………………………………………………………………………………………………………

 **B- Put ( T ) or ( F ) :**

 1 – We are surrounded by advertisements only in magazines . ( )

 2 – People’s viewing habits haven’t changed dramatically in the last couple of decades . ( )

 3 – Advertisements are becoming less common in schools. ( )

 4 – Selling advertising space on themselves! This mini-trend began in 2005. ( )

 5 – Buzz marketing involves a company hiring people to create boredom about a product . ( )