( Mega 5 )

U 5 , Reading

**A – Answer the following questions :**

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

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2 – What are the traditional approaches of advertisement ?

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

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

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

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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 . ( )