

(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 . ()