

Student: \_\_\_\_\_ Date: \_\_\_\_\_  
School: \_\_\_\_\_ School Grade: \_\_\_\_\_  
Teacher: \_\_\_\_\_

## I. STRUCTURE

- A. Rewrite the sentences using the words in brackets so the meaning is the same. Check the example below. (10 pts. – 2 each)**

*ESB1.1.2.8 Elaboro oraciones compuestas*

**0** John thinks people won't understand his science project. (NO ONE)

John thinks no one will understand his science project.

**1** Max almost doesn't speak any English. (HARDLY ANY)

**2** I don't know anything about nanotechnology. (NOTHING)

**3** The science journalists weren't ever very clear about the facts. (NEVER)

**4** There aren't many interesting science articles in the newspapers. (FEW)

**5** There wasn't much space for photos in the article. (LITTLE)

- B. Complete the sentences with the correct passive form of the verbs in brackets. (10 pts. - 2 each)**

*ESB1.2.1.1 Demuestro conocimiento de estructuras y patrones básicos del inglés*

**0** That advert came out last year. *It was designed (design)* specifically for teenagers.

**1** More and more online adverts \_\_\_\_\_ (create) all the time. In the future, everyone \_\_\_\_\_ (will / target) online individually by advertisers.

**2** The advertising campaign \_\_\_\_\_ (develop) at the moment. When I left the meeting, a new idea \_\_\_\_\_ (shown) to the company manager.

**3** In the early days of advertising, pictures and symbols \_\_\_\_\_ (use) because many people couldn't read. Today, pictures and symbols \_\_\_\_\_ (use) to represent a company.

**4** These boots \_\_\_\_\_ (give) a special waterproof treatment. They \_\_\_\_\_ (can / wear) in the rain.

**5** Before 1836, adverts \_\_\_\_\_ (not print) in newspapers. Adverts \_\_\_\_\_ (have to / include) in newspapers now to reduce the price.

**C. Choose the correct answers. (5 pts. – 1 each)**

*ESB1.1.2.7 Elaboro oraciones simples (interrogativas, exclamativas, imperativas, declarativas)*

- 0** We regret **to inform/informing** you that you have not got the job.
- 1** I don't regret **to do/doing** the course, it was great.
- 2** I can't stand **do/doing** homework in a noisy place!
- 3** Peter forgot **to buy/buying** bread at the supermarket, so we haven't got any.
- 4** I remember **to read/reading** the news when they talked about that crisis.
- 5** Let's try **to find/finding** a better news channel.

**D. Complete the sentences with the words below. There are two extra words. (5 pts. – 1 each)**

*LB1.1.3.3 Deduzco el significado de palabras*

head      bullet      world      **forecast**      keep      current      check      reference

- 0** The weather forecast says that it's going to rain.
- 1** Don't worry about breaking that cup – it's not the end of the \_\_\_\_\_ .
- 2** I'm very interested in \_\_\_\_\_ affairs. I like to know what's going on in the world.
- 3** Do you use \_\_\_\_\_ materials online, like online dictionaries?
- 4** If you speak to Mary when you're still angry, you might lose your \_\_\_\_\_ .
- 5** I \_\_\_\_\_ up with what my friends are doing through the internet.

**II. READING**

**Read the following text about advertisement and answer the questions with the correct answer. (9 pts. - 1 each)**

*LB1.1.1.4 Entiendo los patrones de textos informativos*

- 1.** According to the first paragraph:
  - a. Advertisements are so common now that they have become a regular part of our lives.
  - b. Advertisements used to be very common, but now we might not notice them.
  - c. Advertisements are everywhere in newspapers, magazines, TV, and radio but not that relevant.
- 2.** A street vendor calling out loudly: "Bananas – 10 for 2 dollars" is not advertising because:
  - a. An advertisement has to be written and formal.
  - b. Advertisements can only be shown in the media (TV, radio, newspaper)
  - c. It is an advertisement.



# ADVERTISEMENTS & ADVERTISING



No matter where you look you will see ads or advertisements. They are everywhere: In newspapers, in magazines, on TV, on the radio, on the internet, when you play games on the computer, on clothing on balloons and blimps, on... Well, they are a part of your life. There are so many that you might not even notice them.



To advertise means to call something to the attention of the public. That can be done in many different ways. Street vendors advertise by calling out loudly: "Bananas – 10 for 2 dollars!" Others prefer to advertise their products on posters that can be found everywhere. Others again use television and radio for the purpose. Advertisements have been around for a long time. In the old days you "advertised" politicians and had election posters, baths, pubs etc.



It is hard to imagine a world without advertisements. They are everywhere and they pay for many things. Just think of all the programs on television that are sponsored by a company or magazines that are full of ads. You would have to pay much more if they were not part of the magazine. When you surf the net or play a game online, they are there.



Advertisements are necessary –that's what a lot of companies have experienced. Just look at the Coca-Cola and Pepsi story. Coca-Cola used to be the preferred product when it came to cola. Pepsi took the challenge and invented the Pepsi Challenge. In blind tests Pepsi was preferred by a lot of people.

Ads are not the same in every country. You have to pay attention to traditions, history and culture. What works in one country might not work in another country.

**Most printed ads consist of a headline/slogan, an eye catcher, and a copy.**

An important part of advertising and selling products is the idea of brands. When you buy a particular brand, you are not just buying a product; you are buying an identity and a lifestyle. In the old days a brand meant something hot or burning. Today it is an identifying logo, a mark or symbol that distinguishes one company or products from others. A good logo is unique and not easily confused with logos of other companies. Many logos are famous and have been around for a long time.

## III. WRITING

You have recently bought one of the items below, but it doesn't work properly. When you took it back to the shop, the staff were not helpful. Write a letter of complaint. Write 130–150 words on a separate sheet of paper. (10 pts.)

a tablet computer      a SAT NAV      a digital camera      an e-book

Write about:

Where and when you bought the product, what went wrong with it, what happened when you took it back to the shop, and what you want to happen as a result of your letter.