**ANSWER KEY**

**Part 1: Vocabulary**

1. C

2. A

3. B

4. B

5. A

6. C

7. C

8. A

9. B

10. B

11. images

12. percent

13. communicates

14. summary

15. react

**Part 2: Listening**

16. B

17. C

18. B

19. C

20. C

21. A

22. D

23. B

24. 40

25. 25

26. 85

27. 1,300

28. 33%

29. one-quarter

30. More than half

**Part 3: Speaking**

Students give a one-minute speech about the affect that advertising has on them. They should talk about whether or not they notice or ignore ads, whether or not an ad makes them want to buy a product, whether or not they check social networks bore buying something, and whether or not the brand is important.