

**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 before buying something, and whether or not the brand is important.