**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Part 1**

**Vocabulary**

**Circle the best answer to complete each sentence.**

1. The color red \_\_\_\_ a sense of energy and danger.

A) identifies

B) reacts

C) communicates

2. The \_\_\_\_ reason most people buy a product is they like the way it looks.

A) primary

B) percent

C) summary

3. Companies spend a lot of time and money \_\_\_\_ why customers buy products.

A) communicating

B) analyzing

C) summarizing

4. Some people buy a product because they \_\_\_\_ with the people in the ad.

A) communicate

B) identify

C) react

5. The company decided to change its \_\_\_\_ after sales fell by 15% last year.

A) image

B) summary

C) percentage

6. Most customers have a strong \_\_\_\_ to a new smartphone. They want it.

A) communication

B) image

C) reaction

**Circle the correct word form to complete each sentence.**

7. Some people are better at \_\_\_\_ their thoughts and feelings in writing.

A) communicate

B) communicated

C) communicating

8. The president asked her sales team to \_\_\_\_ why sales are falling this year.

A) analyze

B) analyzed

C) analyzing

9. Our professor asked us to \_\_\_\_ the lecture for homework.

A) summary

B) summarize

C) summarizing

10. \_\_\_\_ too quickly when you are angry can result in an argument.

A) React

B) Reacting

C) Reaction

**Use five of the words in the box to complete the sentences.**

analyze communicates identify images

percent primary react summary

11. The hamburger ads show \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of healthy people, even though the food is bad for you.

12. From 2007 to 2011, the number of cars purchased by young people fell almost 30 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

13. A successful ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the benefits of a product to the target audience.

14. The professor asked us to write a brief \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the book *Selling the Invisible.*

15. People like red and black, but they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ negatively to red print on a black background.

**Part 2**

**Listening**

**Listen to the presentation. Circle the best answer to complete each sentence.**

16. Subliminal messages are directed at our \_\_\_\_.

A) conscious mind

B) unconscious mind

C) memories and experiences

17. James Vicary said that he \_\_\_\_ during a movie.

A) ate popcorn and drank Coca-Coca

B) made an announcement

C) displayed slogans very fast

18. Traditional advertising includes \_\_\_\_.

A) slogans and logos

B) TV and newspaper ads

C) blogs and social media

19. Millennials are people who were born \_\_\_\_.

A) during the 1950s

B) before 1980

C) between 1980 and 2000

**Listen to the presentation again. As you listen, match the ordinal number in the first column with the information in the second column. Write the letter on the line.**

|  |  |
| --- | --- |
| \_\_\_\_ 20. First, | A. use gimmicks, or tricks. |
| \_\_\_\_ 21. Second, | B. use colors to represent feelings and values. |
| \_\_\_\_ 22. Third, | C. repeat an image, logo, or jingle. |
| \_\_\_\_ 23. Fourth, | D. use music to attract the target audience. |

**Write the percentage to complete each sentence.**

24. About \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ percent of Millennials are non-white.

25. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ percent speak a language other than English at home.

26. More than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ percent of Millennials own smartphones and check their phones about 45 times per day.

**Write the statistics in the box in the correct column of the chart.**

More than half 1,300 33% one-quarter

|  |  |  |  |
| --- | --- | --- | --- |
| **Numbers** | **Percentages** | **Fractions** | **Other expressions of quantity** |
| (27.) \_\_\_\_\_\_\_\_\_\_\_\_ | (28.) \_\_\_\_\_\_\_\_\_\_\_\_ | (29.) \_\_\_\_\_\_\_\_\_\_\_\_ | (30.) \_\_\_\_\_\_\_\_\_\_\_\_ |

**Part 3**

**Speaking**

**Write notes for a one-minute speech about the effect that advertising has on you. Then present your speech to the class.**

* Do you notice or ignore ads?
* Did an ad ever make you want to buy a product?
* Do you check your social networks before you buy something?
* Is the brand important to you?