

Unit 3 Assessment

Match each word to its definition.

- | | | |
|-----------------------|---|--|
| 1. popular (adj) | ● | ● a. to direct or point at |
| 2. encourage (v) | ● | ● b. difficult to understand or explain |
| 3. complicated (adj) | ● | ● c. liked by many people |
| 4. aim (v) | ● | ● d. to make more likely to do something |
| 5. figure out (v phr) | ● | ● e. to understand or to find an answer |

ANSWERS: 1. c, 2. d, 3. b, 4. a, 5. e

POINTS: 5

Complete each sentence with the correct form of a word from the box.

Two words are extra.

audience	character	commercial	customer	image	message	result
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6. The advertisement uses a beautiful _____ of a happy family.
7. Advertisements always share an important _____—something they want people to know—about the product.
8. A lot of advertisements use well-known _____ like tigers or superheroes to sell to families with children.
9. It's important for a company to know what its _____ want to buy.
10. Companies pay more money to show their _____ during the times when many people watch TV.

ANSWERS: 6. image, 7. message, 8. characters, 9. customers, 10. commercials

POINTS: 5

LEVEL 1

ASSESSMENT ANSWER KEY

Write the noun form of each verb.

11. inform _____

ANSWER: information / informer / informant

POINTS: 1

12. advertise _____

ANSWER: advertisement / advertiser

POINTS: 1

13. organize _____

ANSWER: organization / organizer

POINTS: 1

Listen. Choose *True* or *False*.

14. Anna is an employee of a skincare company.

- a. True
- b. False

15. Social media influencers work with famous people.

- a. True
- b. False

16. Anna chooses products that she knows will attract her audience.

- a. True
- b. False

ANSWERS: 14. b, 15. b, 16. a

POINTS: 3

Audio 1

Lenny: Welcome to our podcast, "Adventures in Advertising." With us today is Anna Nguyen. She is a successful social media influencer. Welcome, Anna!

Anna: Hi, thank you for having me!

Lenny: Tell us, Anna: what exactly does a social media influencer do?

Anna: Well, companies ask me to talk about their products online. I create fun videos and post them on my website and all the popular social media sites. I encourage people to buy these products. They can buy

LEVEL 1

ASSESSMENT ANSWER KEY

things through the links I provide. When they do, I earn money. My videos also help companies connect with a new audience.

Lenny: We all see commercials with movie stars and other famous people. How is social media advertising different?

Anna: Social media influencers are ordinary people. But we are experts in a particular topic. I'm proud of my work with eco-friendly design, for example. I aim all my posts at a special audience. I only share products I know my audience would like. And I choose companies that I respect.

Lenny: Can you share an example of a positive result from your posts?

Anna: Of course! Recently, I worked with a skincare product. This company wants to take care of the environment. That's really important to me. Their products use natural, safe ingredients. Also, they never test them on animals. I made videos using their face care products every day. Then I showed the results on my skin. Everyone loved it. My links gave a special discount. Sales went up, and people were happy. All in all, it was a great success.

Lenny: It sounds like you're doing an excellent job, Anna. Thank you for sharing with us today.

Listen. Choose the correct answer to each question.

17. In her work as a social media influencer, Anna ...
 - a. sells products on the Internet.
 - b. posts on a company's website.
 - c. provides links for people to buy products.
18. Anna's work is different from commercials with famous people because ...
 - a. she aims the advertisements at a special audience.
 - b. her audience chooses the products they want to see.
 - c. people don't know who she is.
19. Something that is very important to Anna is ...
 - a. skin care.
 - b. health.
 - c. the environment.
20. Anna recently made a series of videos that ...
 - a. talked about testing products on animals.
 - b. showed the results of skincare products.
 - c. showed her design for a new product.

LEVEL 1

ASSESSMENT ANSWER KEY

21. Anna is successful when ...
- a. she makes a video every day.
 - b. people get a special discount.
 - c. sales of the product go up.

ANSWERS: 17. c, 18. a, 19. c, 20. b, 21. c

POINTS: 5

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Listen. Choose the correct category for each ad.

22. Pizza restaurant
- a. Search ads
 - b. Display ads
 - c. Email ads

LEVEL 1

ASSESSMENT ANSWER KEY

23. Hotel discounts
- a. Search ads
 - b. Display ads
 - c. Email ads

ANSWERS: 22. a, 23. b

POINTS: 2

Audio 2

Welcome back to “Advertising Made Easy.” Today, we’re exploring online advertising.

So, what are some ways to advertise online? One popular option is search ads. These appear when you look for something online. For example, type “best pizza in town” into a search engine. The results might show ads from local pizza restaurants.

Another type of online advertising is display ads. These are pictures on websites or mobile apps. For instance, an article about travel might show an ad with flight or hotel discounts.

Other types of online advertising include email ads and video advertising. We’ll talk more about those after the break.

Listen. Which word has the aspirated *p*, *t*, or *k*?

24. a. opinion
b. open

ANSWER: a

POINTS: 1

Audio 3

open, **opinion** [aspire the word in bold]

25. a. stop
b. top

ANSWER: b

POINTS: 1

Audio 4

top, stop [aspire the word in bold]

LEVEL 1

ASSESSMENT ANSWER KEY

26. a. king
b. book

ANSWER: a

POINTS: 1

Audio 5

book, **king** [aspirate the word in bold]

27. a. presentation
b. sleep

ANSWER: a

POINTS: 1

Audio 6

presentation, sleep [aspirate the word in bold]

28. a. tall
b. water

ANSWER: a

POINTS: 1

Audio 7

tall, water [aspirate the word in bold]

29. a. encourage
b. skill

ANSWER: a

POINTS: 1

Audio 8

encourage, skill [aspirate the word in bold]

LEVEL 1

ASSESSMENT ANSWER KEY

Choose the correct verb form to complete each sentence.

30. They _____ a commercial for their latest product.

- a. are making
- b. make

ANSWER: a

POINTS: 1

31. Prices _____ this year.

- a. go up
- b. are going up

ANSWER: b

POINTS: 1

32. She _____ on Fridays.

- a. isn't working
- b. doesn't work

ANSWER: b

POINTS: 1

33. Class _____ at noon every day.

- a. is ending
- b. ends

ANSWER: b

POINTS: 1

34. _____ down these days?

- a. Are sales going
- b. Do sales go

ANSWER: a

POINTS: 1

LEVEL 1

ASSESSMENT ANSWER KEY

Complete the statements with the simple present or the present continuous of the verb in parentheses. Use contractions when possible.

35. They _____ (offer) a sale of 50% off, this week only.

ANSWER: 're offering

POINTS: 1

36. He usually _____ (have) a lot of questions.

ANSWER: has

POINTS: 1

37. They _____ (not work) in the office this week.

ANSWER: aren't working / 're not working

POINTS: 1

38. We _____ (enjoy) our time at the beach.

ANSWER: 're enjoying

POINTS: 1

39. I _____ (not like) the colors in this image.

ANSWER: don't like

POINTS: 1

Complete each conversation with a phrase from the box. Two phrases are extra.

exactly	no, I said that we should cut costs	you explain	you mean
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40. A: Could you _____ that?

B: Sure. In other words, we need to rethink the colors in this image.

LEVEL 1

ASSESSMENT ANSWER KEY

41. C: Do you mean we should spend more on advertising?

D: _____. By spending more on ads, we can reach more people
and sell more products.

ANSWERS: 40. explain, 41. Exactly

POINTS: 2

Read the question. Think about how to respond. Then speak for up to 60 seconds.

42. Think about an advertisement. What is the product or service? Who is the audience? What makes the advertisement stand out?

ANSWER: Answers will vary. See Speaking Rubric.

POINTS: 3