**3. VOCABULARY 1 PRACTICE**

1. accurate
2. impact
3. suggest
4. acknowledge
5. factors
6. implied
7. specifically
8. reflect
9. relevant

**4. READING COMPREHENSION Letter to the Editor**

1. Traditional advertising is better than online advertising.
2. Online advertising is better than traditional advertising.
3. He lost a lot of money and almost closed his business.
4. Older adults are online less than younger adults.
5. older people
6. people surf the Internet too quickly to pay attention to ads
7. newspapers and magazines
8. reliable information to prove how many people read their newspaper

**5. READING SKILL Distinguishing facts from opinions**

|  |  |
| --- | --- |
| **Facts** | **Opinions** |
| * The IMA reported that older adults are online less than younger adults. * The study showed that young adults do not usually click on Internet ads. * Newspapers provide statistics about how many people buy the paper. * Our university studied how young adults act online. | * Every company should think carefully about where it advertises. * Online advertising is the only way to succeed. * T-Shirts for All and other companies should continue traditional advertising. * It is difficult for an online ad to get any attention. |

**7. VOCABULARY 2 PRACTICE**

1. broadcasting
2. surrounding
3. annual
4. exposure
5. memorable
6. donations
7. annoying
8. entertain
9. support

**8 CRITICAL THINKING VIDEO Using a Venn diagram**

1. show how things are similar or different
2. what they have in common
3. Many people will see the ads every day.
4. People of all ages will see the ads.
5. They prefer to socialize outside.
6. They most likely have enough money to buy new clothes.
7. They take people places.
8. They both have two eyes.

**9. VOCABULARY SKILL Suffixes**

|  |  |  |
| --- | --- | --- |
| **Adjective** | **Adverb** | **Noun** |
| * powerful * predictable * financial * clearer | * partly * completely | * production * friendship * advertisement * kindness |

**10. WRITING SKILL Writing an opinion essay**

1. Sentence (A)
2. Sentences (D) and (H)
3. Paragraphs 3, 4, and 5
4. Sentences (F) and (G)
5. introductory paragraphs
6. Sentence (C)
7. a reason for the writer's opinion
8. Sentence (H)

**11. GRAMMAR Compound sentences (1)**

|  |  |
| --- | --- |
| 1. The college sent her application to the company, | and the company invited her for an interview. |
| 2. We enjoyed our vacation a great deal, | but it's always good to be back home. |
| 3. The storm closed many roads, | so the traffic moved very slowly. |
| 4. We can play tennis, | or we can play basketball. |
| 5. The ad informed the public about the flu, | and it told people how to avoid catching it. |
| 6. He is content at his job, | but he is always looking for an interesting new job. |
| 7. We were an hour late for our reservation, | so the restaurant did not have a table for us. |
| 8. We could take the bus, | or we could rent a car and drive there. |

**16. TRACK YOUR SUCCESS Vocabulary review**

|  |  |  |
| --- | --- | --- |
| **Nouns** | **Verbs** | **Adjectives** |
| * factor * broadcasting * donation * exposure | * acknowledge * reflect * suggest * entertain * support | * accurate * relevant * annoying * annual * memorable * surrounding |