

## C1 Advanced Part 5

## 1 Complete the sentences with the words in the box.

answer • easily • information • re-read • underline

In multiple-choice reading tasks, it's important to look for (a) ..... in the text which makes you think your (b) ..... is correct. (c) ..... these parts of the text. Then you can (d) ..... see why you chose your answer and you won't have to (e) ..... this section needlessly when you are looking for another answer.

## 2 Choose the correct alternative.

- 1 It was obvious she was trying to modernise/ manipulate the situation.
- 2 The attempts to stop the flooding were ineffective/ multi-purpose as the water level rose.
- 3 The stylish/scruffy man's outfit was the envy of everyone in the room.
- 4 When we looked at the logo/brochure, it gave us all the information we needed.
- 5 The celebrity's interaction/endorsement of the product led to record sales.
- 6 Increasingly/Theoretically, in modern times, people are having to work harder for less.
- 7 Mary wouldn't be seen dead in/has an eye for what suits her figure.

✓ Exam tip

In multiple-choice reading tasks, look for information in the text to confirm your answer. Underline relevant information in the text to help you.

## 3 Read the article and choose the correct answer (A, B, C or D).

### Advertising that takes its aim



When I was a kid, or, as my kids like to say – in the 'olden days', life was very different! Things have changed a great deal over the past fifty years. This is largely thanks to advances in technology, like the internet. In fact, my kids are almost visibly appalled that I was able to survive a life without social media. And this is where advertising, too has found its happy place.

Back in the 70s it is claimed that between 500 and 1,600 advertisements were seen by the average person every day. Without the internet, these would have been presented via billboards, TV, leaflets and newspapers. Even then, a lot of thought went into targeting consumers and product placement. An early example of this is where soap operas got their name: In the US, as far back as the 1930s, radio dramas were sponsored by soap companies. As they were broadcast during the day, housewives were their main audience. They spent a large part of their day cleaning, and therefore it made sense to advertise cleaning products.

Fast forward to 2007 and, according to the Yankelovich market research company, the average person saw as many as 5,000 advertisements a day. Jump to the present day and this number has increased dramatically yet again. It is now thought to be anywhere between 6,000 and 10,000. Such rapid growth is the result of digital marketing. It's no wonder that as product placements, digital banners and social media ads have grown in number, our annoyance at them has intensified. Or maybe this is just me and my age group. It doesn't seem to bother my children as much who tell me not to get stressed out by the unwelcome pop-up ad that has just taken over my screen as I try to work. Millennials (born between 1981 and 1996) and Gen Z (born between 1997 and 2012) are believed to make up around 66% of the people who use the internet for discovering new products. The logical conclusion is then that it is these groups who the majority of the ads are aimed at.

## C1 Advanced Part 5 (continued)

So, how exactly do they target you? A common method is by using cookies. If, for example, you go to a shopping site to search for clothing of a certain brand name, the site will hold onto this information and create a file called a cookie. That's why, when you later use your search engine to read an article on another website, automated advertisements have the ability to read this cookie and generate ads linked to your search on the previous website. The upside of this is that at least you'll get designer-label ads for clothes that you're actually into. The downside, however, is that advertisers can also access your search history and personal information to learn more about your preferences and spending habits.

Even more irritating, for me at least, is that you can be followed by these ads onto your different devices. This is because they can quite accurately guess who you are by looking at your location, the sites you tend to use and your search habits. That's why, even though you looked for that product on your smartphone at home, an advert for the same company will likely appear on your work computer.

Anyway, if, like me, you dislike this invasion of your privacy, and you're worried that being followed around by advertising is inescapable, there is some good news. The first thing you have to do is accept that no kind of search online is private. The next thing is to download an ad blocker. Unfortunately, although this won't get rid of all adverts, it will be able to stop most of them getting through to your web browser. If this still doesn't go far enough, you can go into your privacy settings and delete cookies. There are also private browsing modes on all web browsers. Learning how you're targeted and the methods advertising companies use can be half the battle to getting a bit more privacy into your life.

Online advertising isn't going anywhere soon. It is evident that the younger generations can use it to their advantage or just otherwise ignore it. As long as the ad blockers keep up with the increasing number of advertisements, I'll be ok. And with the recent unveiling of IRL Glasses that are able to block screens, I think I'll probably survive the modern world, like my kids would probably have survived the olden days!

- 1 What is the main message in paragraph 2?
  - A Soap operas were the first form of targeted advertising.
  - B Consumers didn't use to be targeted so much by advertising.
  - C Advertisers have always used clever ways to target consumers.
  - D There were alternative ways to target consumers before the internet.
- 2 The writer suggests that...
  - A not everyone regards internet advertising as something negative.
  - B market research companies don't have accurate numbers.
  - C internet advertising is something that has already reached its peak.
  - D digital advertising shouldn't have increased so quickly.
- 3 What is true of both generations the author mentions ...
  - A They don't react to internet advertisements.
  - B They are troubled by how much advertising there is online.
  - C They find most of the products they want to buy in pop-up ads.
  - D They are the biggest group of people that advertisers want to target.
- 4 What does the writer say about cookies?
  - A They advertise your contact details.
  - B They store useful data about you.
  - C They are linked to designer labels.
  - D They stop advertisers from seeing your search history.
- 5 In paragraph 5, the writer mentions that...
  - A you shouldn't connect your home and work life.
  - B advertisers can predict certain things about you.
  - C your work computer should have better security.
  - D you should change your routine of using the same sites.
- 6 What is the author referring to in paragraph 6 when she says 'can be half the battle'?
  - A Getting ad blockers
  - B Invading your privacy
  - C Looking at your privacy settings
  - D Understanding how advertising works

## C1 Advanced Part 1

## 1 Choose the correct alternative

In multiple-choice cloze activities, you **(a)** *should/shouldn't* look at all the options. Then, cross out any that **(b)** *might be/are definitely* wrong. After that, choose from the remaining options. If you aren't sure, **(c)** *guess/don't guess*. **(d)** *Leave/Don't leave* a gap without an answer.

## 2 Read the sentences and choose the correct definitions.

- |  |                    |
|--|--------------------|
| 1 Cheap enough for ordinary people to buy.                       | a overconfidence   |
| 2 The opposite of tight, especially with clothing.               | b sustainable      |
| 3 Having too much belief in yourself.                            | c baggy            |
| 4 Telephone someone without permission, often to sell something. | d promote          |
| 5 Try to increase sales or the popularity of something.          | e make a cold call |
| 6 Methods that do not destroy or use up natural resources.       | f affordable       |

## ✓ Exam tip

In multiple-choice cloze activities, if you aren't sure which option is correct, think about why other options are definitely not correct and eliminate them.

## 3 For each question, 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example (0) at the beginning.

## Example:

- |               |              |
|---------------|--------------|
| A platform    | B media      |
| C advertising | D networking |

## The best advertising speaks for itself



We live in an age where social **(0)** *media* ..... carries a lot of weight in the world of advertising. It is a fact that if one high-profile celebrity **(1)** ..... your product on Instagram, the likelihood of seeing a significant increase in sales is pretty high.

However, low-tech, inexpensive and old-fashioned methods **(2)** ..... do work. That's why word-of-mouth **(3)** ..... still has an important role to play.

The reason for this is that, **(4)** ..... speaking, people trust their friends and family far more than any other advertising method. How many times have you asked around for **(5)** ..... on what new smartphone, laptop or computer you should buy? Companies spend a vast amount of money on securing product placement, **(6)** ..... marketing campaigns and employing the help of popular influencers, and yet, if your bestie says it's no good, you probably won't buy it. In the same way, if they have no **(7)** ..... of the product, you probably will.

So, in a world where advertising has become a constant noise in our ears, try to block it all out and listen to the people who really **(8)** ..... You shouldn't go far wrong!

## C1 Advanced Part 1 (continued)

- |                 |               |
|-----------------|---------------|
| 1 A manipulates | B matches     |
| C endorses      | D suits       |
| 2 A actually    | B hardly      |
| C naturally     | D anyway      |
| 3 A advertises  | B publicity   |
| C billboards    | D slogans     |
| 4 A honestly    | B generally   |
| C plain         | D really      |
| 5 A advice      | B suggestion  |
| C support       | D hints       |
| 6 A projecting  | B sending     |
| C taking        | D launching   |
| 7 A inability   | B interaction |
| C criticism     | D assessment  |
| 8 A matter      | B interest    |
| C concern       | D correspond  |