



Passives, passive infinitives and gerunds; Passives with verbs with two objects; Causatives; Determiners and quantifiers

1 Rewrite the sentences using the words given as the subject. Do not change the meaning.

- He was offered a refund by the company because the quality was so poor. A REFUND
.....
by the company because the quality was so poor.
- Factory workers are paid low wages in less industrialised countries. LOW WAGES
.....
in less industrialised countries.
- He was given a promotion after creating an innovative advert. A PROMOTION
.....
after creating an innovative advert.
- Models under eighteen years of age were refused entry to the fashion show. ENTRY TO THE FASHION SHOW
.....
under eighteen years of age.
- The directors were shown the new advertising campaign this morning. THE NEW ADVERTISING CAMPAIGN
.....
this morning.
- The new advert needs to be exciting to the client. THE CLIENT WANTS
.....
by the new advert.

2 Complete the sentences with the correct form of these verbs. There is one extra verb.

get/wear • have/place • keep • get/give •
inform • manage

- The company their workforce T-shirts advertising their product at yesterday's event.
- The group wants about new ecological products.
- The company likes up-to-date on the cold-calling campaign.
- They the advert in key strategic positions around the city last month.
- She didn't pay! She the company her the product free of charge.

3 Choose the best answer (A, B or C).

I think that (1) us probably find adverts on TV rather annoying. Certainly (2) my family does. It's so frustrating that just as the programme gets to an exciting point it has to stop for an advert break. A small number of (3) funny but it's a very small number. I suppose (4) people must watch the adverts. I guess (5) people even go on to buy something, otherwise it wouldn't be worthwhile for companies to advertise. This is one reason why I prefer watching shows on Netflix or Amazon. They have (6) adverts so it's interruption free!

- | | | |
|---------------|---------------|----------------|
| 1 A most | B most of | C many |
| 2 A all of | B all the | C all that |
| 3 A advert is | B adverts are | C adverts were |
| 4 A some | B some of | C some the |
| 5 A a number | B number of | C a number of |
| 6 A no | B none | C not |

4 Find and correct the sentences with mistakes. Tick (✓) the correct sentences.

- I've seen every one his films and they were all brilliant.
- None my colleagues liked my idea for the product.
- Each websites features a different advert for the same product.
- A large number of company use famous actors to endorse their products.
- Every day someone thinks up a new slogan.

5 Find the ten extra words.

Online surveillance

These days most the people use the Internet at some point during the day. Some of people may only use it at work. However, a large number of people use it at home for a variety of reasons. They are check their social network pages. They get their shopping done online. They check their bank accounts and book holidays. Companies are now being taking advantage of this as another advertising venue. Whenever a website is opened adverts usually appear at the side of the page. Sometimes an advert pops up in a separate window. Nowadays adverts are aimed specifically at the person who was opened the website. This is because larger companies have people's Internet activity be tracked in order to collect data about their preferences. After was being collated, this data is used to provide more relevant advertising. For example, if you visit a lot of websites related to fashion, you may well be see lots of adverts for clothing. I'm not sure I like being followed, even if it is in cyberspace. It is sounds like Big Brother to me. I was told by a friend that there is an option on the computer to block every companies from tracking data. I think I will look into this. What do you think?