



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

1 Circle the correct alternative.

- 1 He was offered/is offered a refund by the company because the quality was so poor.
- 2 Factory workers are paid/being paid low wages in less industrialised countries.
- 3 He was given/gave a promotion after creating an innovative advert.
- 4 Models under eighteen years of age are refusing/were refused entry to the fashion show.
- 5 The directors were shown/to be shown the new advertising campaign this morning.
- 6 The company wants to be excited/being exciting by the new advert.

2 Complete the sentences with the correct form of the verbs given.

- 1 The company their workforce T-shirts advertising their product at yesterday's event. (get; wear)
- 2 The group wants about new ecological products. (inform)
- 3 The company likes up-to-date on the cold-calling campaign. (keep)
- 4 They the advert in key strategic positions around the city last month.. (have; place)
- 5 She didn't pay! She the company her the product free of charge. (get; give)

3 Choose the best answer (A or B).

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) are 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 |
| 2 A all of | B all the |
| 3 A advert | B adverts |
| 4 A some | B some of |
| 5 A a number of | B a number |
| 6 A no | B none |

4 Find and correct the mistakes.

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

5 Complete the text with these words.

is opened • being collated • was told •
most people • a large number of • some •
get their shopping done • being followed •
have • are aimed

Online surveillance

These days (1) use the Internet at some point during the day. (2) people may only use it at work. However, (3) people use it at home for a variety of reasons. They check their social network pages. They (4) online. They check their bank accounts and book holidays. Companies are now taking advantage of this as another advertising venue. Whenever a website (5) adverts usually appear at the side of the page. Sometimes an advert pops up in a separate window. Nowadays adverts (6) specifically at the person who opened the website. This is because larger companies (7) people's Internet activity tracked in order to collect data about their preferences. After (8), this data is used to provide more relevant advertising. For example, if you visit a lot of websites related to fashion, you may well see lots of adverts for clothing. I'm not sure I like (9), even if it is in cyberspace. It sounds like Big Brother to me. I (10) by a friend that there is an option on the computer to block companies from tracking data. I think I will look into this. What do you think?