

<b>NAME:</b>	
<b>DATE:</b>	
<b>TOPIC:</b>	Gap Texts
<b>LEVEL:</b>	C1 / C2

## **Exercise 1**

Fill each the numbered blanks in the passage with one word from the table:

able	other	giving	together	exist
in	as	cannot	content	differences
drawn	cater	include	go	over
differ	printed	format	concerned	intervals

Publications that come out at regular \_\_\_\_\_ (1) of more than one day are known \_\_\_\_\_ (2) periodicals. The majority of periodicals \_\_\_\_\_ (3) to press between a week and six weeks before publication and they are therefore \_\_\_\_\_ (4) to print topical news stories and articles in a way that a book \_\_\_\_\_ (5). This is one advantage that the periodical has \_\_\_\_\_ (6) the book. \_\_\_\_\_ (7) advantages are that periodicals are cheaper, they are easier to read, and their \_\_\_\_\_ (8) is more varied.

Periodicals \_\_\_\_\_ (9) from newspapers because they do not concentrate upon \_\_\_\_\_ (10) the reader a summary of the immediate news. There are also physical \_\_\_\_\_ (11). Most periodicals are \_\_\_\_\_ (12) on better paper, they are smaller and are stapled or stitched \_\_\_\_\_ (13) so that they last longer. The line between newspapers and periodicals is not clearly \_\_\_\_\_ (14), however, because some weeklies that appear in newspaper \_\_\_\_\_ (15) are really periodicals.

Great differences \_\_\_\_\_ (16) between the various types of periodicals. They \_\_\_\_\_ (17) for a wide variety of tastes and may be \_\_\_\_\_ (18) with anything from the technical aspects of frying fish and chips to trends \_\_\_\_\_ (19) present-day African literature. They \_\_\_\_\_ (20) magazines of all types, trade and technical journals, reviews, children's magazines and comics.

## Exercise 2

Fill each of the numbered blanks in the passage with one suitable word:

In its simplest sense, the word “advertising” means “\_\_\_\_\_ (1) attention to something”, or notifying or informing \_\_\_\_\_ (2) of something. You can advertise by \_\_\_\_\_ (3) of mouth, quite informally and locally and without incurring great \_\_\_\_\_ (4). But if you want to inform a large \_\_\_\_\_ (5) of people about something, you might need to advertise in the more \_\_\_\_\_ (6) sense of the word, by \_\_\_\_\_ (7) announcement. If you \_\_\_\_\_ (8) a notice in a local newsagent’s shop, design a poster or \_\_\_\_\_ (9) some space in a local newspaper, you are likely to \_\_\_\_\_ (10) the information you wish to communicate to the attention of more people than if you simply \_\_\_\_\_ (11) the word around friends and neighbours. You could \_\_\_\_\_ (12) further and distribute leaflets as well, get someone to \_\_\_\_\_ (13) a placard around, even \_\_\_\_\_ (14) on local radio and \_\_\_\_\_ (15) a publicity stunt. However, you might not be \_\_\_\_\_ (16) to simply convey certain facts and \_\_\_\_\_ (17) it at that. You might wish to \_\_\_\_\_ (18) a bit of emphasis or even to exaggerate the facts by \_\_\_\_\_ (19) to people’s emotions. And this is, of course, \_\_\_\_\_ (20) all the controversy about advertising in its current form arises.