

NAME:	
DATE:	
TOPIC:	Gap Texts - ANSWERS
LEVEL:	C1 / C2

Exercise 1 (only one possible answer in each gap)

Publications that come out at regular INTERVALS (1) of more than one day are known AS (2) periodicals. The majority of periodicals GO (3) to press between a week and six weeks before publication and they are therefore ABLE (4) to print topical news stories and articles in a way that a book CANNOT (5). This is one advantage that the periodical has OVER (6) the book. OTHER (7) advantages are that periodicals are cheaper, they are easier to read, and their CONTENT (8) is more varied.

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

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

Exercise 2 (in some cases, a number of different answers are possible)

In its simplest sense, the word "advertising" means "DRAWING (1) attention to something", or notifying or informing SOMEONE/SOMEBODY (2) of something. You can advertise by WORD (3) of mouth, quite informally and locally and without incurring great EXPENSE (4). But if you want to inform a large NUMBER (5) of people about something, you might need to advertise in the more CONVENTIONAL (6) sense of the word, by PUBLIC (7) announcement. If you POST /

PLACE (8) a notice in a local newsagent's shop, design a poster or **BUY (9)** some space in a local newspaper, you are likely to **BRING (10)** the information you wish to communicate to the attention of more people than if you simply **SPREAD (11)** the word around friends and neighbours. You could **GO (12)** further and distribute leaflets as well, get someone to **CARRY (13)** a placard around, even **APPEAR / GO (14)** on local radio and **STAGE / CREATE (15)** a publicity stunt. However, you might not be **SATISFIED / CONTENT (16)** to simply convey certain facts and **LEAVE (17)** it at that. You might wish to **ADD (18)** a bit of emphasis or even to exaggerate the facts by **APPEALING (19)** to people's emotions. And this is, of course, **WHEN (20)** all the controversy about advertising in its current form arises.