

Albion 2016

Powiatowy Konkurs Języka Angielskiego Gimnazjum, etap szkolny



wynik _____ / 50

imię _____ nazwisko _____ klasa _____ szkoła _____

Exercise I

When you watch an advert on the **(1)**, or when you hear **(2)** on your radio, you may be seeing or hearing more than you **(3)** Advertisers **(4)** found ways to add hidden messages that are 'subliminal', or below the level where a person can notice them. For example, a jingle on the radio might include a song or a few words that are **(5)** over the jingle so softly you can hear them only in your **(6)** mind, and you don't know **(7)** are there. A television advert might include **(8)** that are played for a few milliseconds **(9)** time, so you don't know you're watching them. In addition, magazine adverts may **(10)** pictures hidden within pictures; **(11)** example, pleasing scenes that can barely be seen are **(12)** drawn into the ice cubes in a **(13)** drink shown on a page. Many **(14)** believe that subliminal messages make people want **(15)** buy their products even if they don't know what's happening.

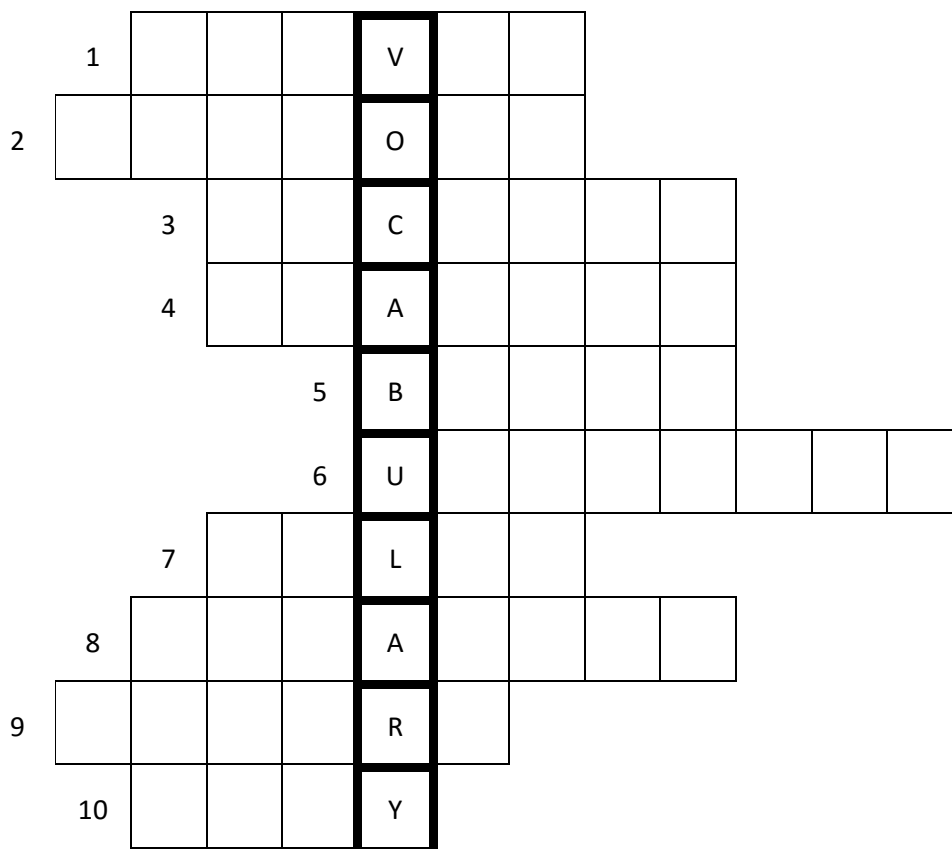
- | | | | |
|-----|-------------------|----------------|------------------|
| 1. | a) radio | b) cinema | c) television |
| 2. | a) those | b) that | c) one |
| 3. | a) think | b) thinking | c) had thought |
| 4. | a) has | b) have | c) were |
| 5. | a) play | b) playing | c) played |
| 6. | a) subconscious | b) conscious | c) unconscious |
| 7. | a) it | b) this | c) they |
| 8. | a) adverts | b) images | c) image |
| 9. | a) each | b) - | c) this |
| 10. | a) has | b) have | c) had |
| 11. | a) per | b) an | c) for |
| 12. | a) sometimes | b) never | c) ever |
| 13. | a) cold | b) hot | c) warm |
| 14. | a) advertisements | b) advertisers | c) advertisments |
| 15. | a) to | b) - | c) not |

____ / 15

Exercise IV

Complete the crossword.

1. The opposite of stupid.
2. A certificate which confirms that you have graduated from a school.
3. You must have a driving ... when you drive a car.
4. Winter, autumn, spring, summer are
5. When you wait in a queue, you are
6. Used to protect from rain.
7. Ice ... when it is warm.
8. The opposite of agree.
9. Very dry area.
10. Neat, clean.



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