

## TV Adverts



TV adverts are great at getting us to want things that we might never have even known existed before they popped up on our screen. While they are more prevalent than ever (don't forget, you are bombarded with adverts on websites and YouTube nowadays), they have been around for a while.

The first TV advert aired in 1941 in New York. It was for a company called the Bulova Watch Company and was seen by around 4,000 people. The first television advert in the UK was on September 22nd, 1955. It was for Gibbs SR Toothpaste.

Sponsored programs were also common during the 1950s. These were whole shows sponsored by one product. One popular show was the Colgate Comedy Hour. You can still see this today; many modern shows open with something like, "Brought to you by..." followed by a product.

It took until 1952 for the first toy to be advertised on TV. Mr Potato Head was the hot toy of the year and sold over 2 million units. The first colour advert was also in the USA, in 1965. It wasn't until 1969 that the UK had its own.



# FOCUS ON - WORD

**1** Choose and write the correct suffix for each of the words below.  
Use each suffix only once.

product \_\_\_\_\_

colour \_\_\_\_\_

exist \_\_\_\_\_

sponsor \_\_\_\_\_

ship

ive

ful

ence

**2** Insert the determiner a or an into the missing spaces.

\_\_\_\_\_ advert

\_\_\_\_\_ black and white advert

\_\_\_\_\_ colour advert

\_\_\_\_\_ television advert

## CHALLENGE

**3** Match the synonyms.  
Use each box only once.

prevalent

bombarded

existed

widespread

lived

inundated

# FOCUS ON - SENTENCE

## 1 Underline the subordinate clause.

While they are more prevalent than ever, TV adverts have been around for quite some time.

## 2 Rewrite the sentence below with the time adverbial at the start.

Remember to punctuate your sentence correctly.

The first colour advert was shown in the USA, in 1965.

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## 3 Identify the different word classes.

Match the boxes, using each box only once.

One popular show was the Colgate Comedy Hour.

One
popular
show

adjective
determiner
noun

## CHALLENGE

## 4 Are the sentences below passive or active?

The first advert was seen by around 4,000 people.

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## 5 Sponsored programs were whole shows sponsored by one product.

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# FOCUS ON - TEXT

**1** Identify the verb tense in the sentence below.

Tick **one**.

TV adverts have been around for a while.

- past perfect
- present perfect
- past progressive
- present progressive

**2** What or who is the underlined pronoun referring to?

Write your answer in the box.



Sponsored programs were also common during the 1950s. These were whole shows sponsored by one product.

**3** Which verb tense has the underlined word been changed to?

Tick **one**.

Don't forget that websites and YouTube bombard you with adverts every day.



Don't forget that websites and YouTube are bombarding you with adverts every day.

- present
- present progressive
- past
- past progressive

# FOCUS ON - PUNCTUATION

**1** Insert a pair of dashes into the sentence below.

Mr Potato Head the hot toy of 1952 sold over 2 million units.

**2** Which sentence has been punctuated correctly?

Tick **one**.

- The first, TV advert which was aired in 1941, was for a company called the Bulova Watch Company.
- The first TV advert which was aired in 1941, was for a company, called the Bulova Watch Company.
- The first TV advert, which was aired in 1941, was for a company called the Bulova Watch Company.
- The first TV advert which was aired in 1941 was for a company called the Bulova Watch Company.

**3** Rewrite the sentence below **WITHOUT** the parenthesis.

Remember to punctuate your sentence correctly.

While they are more prevalent than ever (don't forget, you are bombarded with adverts on websites and YouTube nowadays), TV adverts have been around for a while.

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## CHALLENGE

**4** Insert the missing hyphen into the sentence below.

You can be bombarded with pop up adverts on websites and YouTube nowadays.



# Answers - TV Adverts

## WORD

1. productive  
colourful  
existence  
sponsorship
2. an advert  
a black and white advert  
a colour advert  
a television advert

## CHALLENGE QUESTION:

prevalent = widespread  
bombarded = inundated  
existed = lived

## SENTENCE

1. **While they are more prevalent than ever**, TV adverts have been around for quite some time.
2. In 1965, the first colour advert was shown in the USA.  
In 1965, in the USA, the first colour advert was shown.
3. One = determiner  
popular = adjective  
show = noun

## CHALLENGE QUESTION:

passive – The first advert was seen by around 4,000 people.  
passive – Sponsored programs were whole shows sponsored by one product.

## TEXT

1. 2nd option – present perfect
2. These = sponsored programs
3. 2nd option – present progressive

## PUNCTUATION

1. Mr Potato Head — the hot toy of 1952 — sold over 2 million units.
2. 3rd option – The first TV advert, which was aired in 1941, was for a company called the Bulova Watch Company.
3. While they are more prevalent than ever, TV adverts have been around for a while.

## CHALLENGE QUESTION:

You can be bombarded with pop-up adverts on websites and YouTube nowadays.