ENGLISH PAPER 1

Read the story below and then answer questions 1 - 6.

The notion that the media is primarily in place to give us news is not very true. If truth be told, the media's prime aim is to gather enough audience, package them into a pricey commodity and sell it to the advertisers. The advertisers, on the other hand, are always on the lookout for a great audience to persuade them that this product or service is better than that of a competitor.

Advertising does influence people. Most of the advertisements are filled with images meant to make a lasting impression on the audience. People have become trapped in the web of advertising. They have developed interest in destructive brands of beer and cigarettes. These products do away with the core family values.

When you look critically at most of the advertisements on the television, you will discover, how persuasive the advertisers are in deciding for us what, when, how much and why to buy. Unfortunately, most people are not alive to the fact that they are influenced by advertisements. This is precisely how advertisers want us to react. They want to make everyone believe that in the end 'the people decide'. If you think deeply, nobody in the profit-minded sense will pay so much money to make a thirty-second advertisement, which might not be seen by a hundred people, leave alone convince them to buy just for the sake; there must be something behind it.

1. The main aim of the fourth estate is to
   A. give people news.
   B. gather enough audience and sell it to the advertisers.
   C. package people into a pricey commodity.
   D. inform people about everything around them.

2. The images used in advertisements are meant to
   A. make the audience remember the product or service advertised.
   B. keep the audience entertained all through.
   C. mislead the consumers about goods and services.
   D. show the actual quality of the product or service.

3. The phrase 'people are trapped in the web of advertising' as used in the story means that
   A. many manufacturers advertise their products quite often.
   B. advertising companies generate a lot of income.
   C. people do little to check if the advertised products are truly genuine.
   D. many people believe in advertisements.

4. According to the story, it is true to say that
   A. consumers often make informed decisions on what to buy.
   B. many people know the dangers of advertisements.
   C. consumers' decision to buy products is often influenced by advertisements.
   D. beers and cigarettes are more commonly advertised than other products.

5. Why do you think manufacturers spend a lot of money on advertisements?
   A. They work in conspiracy with the media.
   B. They are extravagant.
   C. They own stable businesses.
   D. They are bound to gain from them.

6. The word 'persuade' as used in the story can be replaced by each of the following except?
   A. convince
   B. beseech
   C. cajole
   D. coax