

Study!

- A. Look at these sentences and do the tasks below.
- *What would happen if advertising was banned?*
 - *If consumers reject the message of an ad, the campaign will fail its aim.*
 - *The ad campaign works if more and more consumers buy the product.*

1. Identify which part of the sentence expresses a condition.
2. Identify the verb tenses used in each sentence.
3. Complete the diagram below.

Conditional Type Zero

IF +

Conditional Type 1

IF +

Conditional Type 2

IF +



Remember!

A ZERO CONDITIONAL expresses certainty/factual situations.

A CONDITIONAL TYPE 1 expresses possible situations.

A CONDITIONAL TYPE 2 expresses improbable situations.

Practise!

- B. Complete the sentences with the correct verb tense.
1. If advertising _____ (*not/exist*), consumers would be less informed about their choices.
 2. If we watch TV commercials, we _____ (*be*) exposed to their creativity and art work.
 3. We _____ (*not/be*) so weary of advertising if ads weren't so exaggerated.
 4. If we _____ (*believe*) everything adverts say, we will be easily deceived.
 5. Advertising agencies _____ (*stop*) earning millions if consumers weren't influenced by ads.

- C. Rewrite the sentences as suggested below.

1. Advertising is so trivial that we don't think about its impact on our decisions.

We would think... _____.

2. Try this chocolate! You'll crave for more!

If you try... _____.

3. Consumers need to be more critical so as not to be tricked into bad deals.

If consumers are... _____.

4. Many people feel a deep desire to buy things so they are vulnerable to advertising.

People wouldn't be... _____.



Go online and practise the conditionals @ <http://learnenglish.britishcouncil.org/en/grammar-exercises/conditionals-1> and http://www.englisch-hilfen.de/en/exercises_list/if.htm