

# Vocabulary & grammar exercises - WEB DESIGN - ads (key)



## Ćwiczenie 2

1. Was it only a matter of time until Google had to do something about it?
2. Were people motivated to install ad blockers?
3. Did it start with Better Ads?
4. Did the working group establish a set of principles?
5. Are the policies based on a research paper on human behaviour?
6. Do they establish ad experiences that fall beneath consumer acceptability?
7. Will these ad experiences get your website blacklisted?
8. Is the close button disguised?
9. Do users end up landing on the ad page?
10. Will this type of ad get you on bad terms with your boss?

## Ćwiczenie 3

1. These types of ads aren't a blatant middle finger to your visitors.
2. It doesn't degrade the value of content.
3. This type of ads doesn't require a lot of effort from users to dismiss them.
4. This type of ad doesn't eat your precious mobile data.
5. You aren't adding a layer of mistrust between you and your user.
6. We aren't on your website for content.
7. You won't be happy to know that I ad-block your website.
8. Chrome won't teach you a lesson.
9. I haven't tried to keep my browsers away from ad-blocking.
10. I didn't choose to block sites with irresponsible ad policies.

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## Ćwiczenie 4

1. F
2. F
3. T
4. F
5. T
6. F
7. F
8. F
9. T
10. T

## Ćwiczenie 5

1. 14
2. a pop-up add
3. random, unsolicited financial advice, the latest MMORPG or a method to deliver content to users
4. a prestitial ad
5. a sticky menu
6. It eats mobile data, discharges your battery and pauses your music.
7. a prestitial ad

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## Ćwiczenie 6

1. browser
2. motivation
3. installation
4. behaviour
5. requirement
6. delivery
7. interaction
8. dismissal
9. prevention
10. encouragement
11. animation
12. movement

## Ćwiczenie 7

1. This company blacklisted me. / This company has blacklisted me.
2. You always block ads.
3. We are working on a new set of principles. / We are working on the new set of principles.
4. A pop-up ad has blocked the content and I can't see the article. / The pop-up ad has blocked the content and I can't see the article.
5. When you decided to turn off the computer, you didn't know (that) this application was running in the background.
6. If you install an irritating ad on your website, you will ruin the interaction between users and the content.
7. This ad is displayed at the top of the page.
8. This type of ad will discharge your battery.
9. You can close this ad with a thumb movement. / One can close this ad with a thumb movement. This ad can be closed with a thumb movement. / It's possible to close this ad with a thumb movement.
10. On his website, ads cover most of the screen.

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## Ćwiczenie 8

1. Jeśli używasz tego typu reklamy będziesz zadowolony, kiedy się dowiesz, że blokują twoją stronę.
2. Google zweryfikuje strony pod kątem przestrzegania powyższych standardów.
3. Serwery same za siebie nie płacą.
4. Google ułatwi to zadanie.
5. Przestrzeganie opisanych zasad okaże się korzystne dla sieci.
6. To oprogramowanie blokuje reklamy domyślnie.
7. Coraz więcej ludzi staje się świadomymi opcji.
8. Ten typ reklamy sprawi, że będziesz w złej relacji z szefem.
9. Te rodzaje reklam są oczywistym środkowym palcem, skierowanym do odwiedzających.
10. Pozbycie się tych reklam wymaga od użytkowników dużo wysiłku.

## Ćwiczenie 10

1. evaluate
2. notify
3. hurt
4. complying with
5. beneficial

## Ćwiczenie 11

1. aware
2. background
3. discharge
4. encourage