Vocabulary & grammar exercises –
WEB DESIGN – ads

Ćwiczenie 1
Odpowiedz na pytania własnymi słowami.

1. Read the title and explain what this article is about.
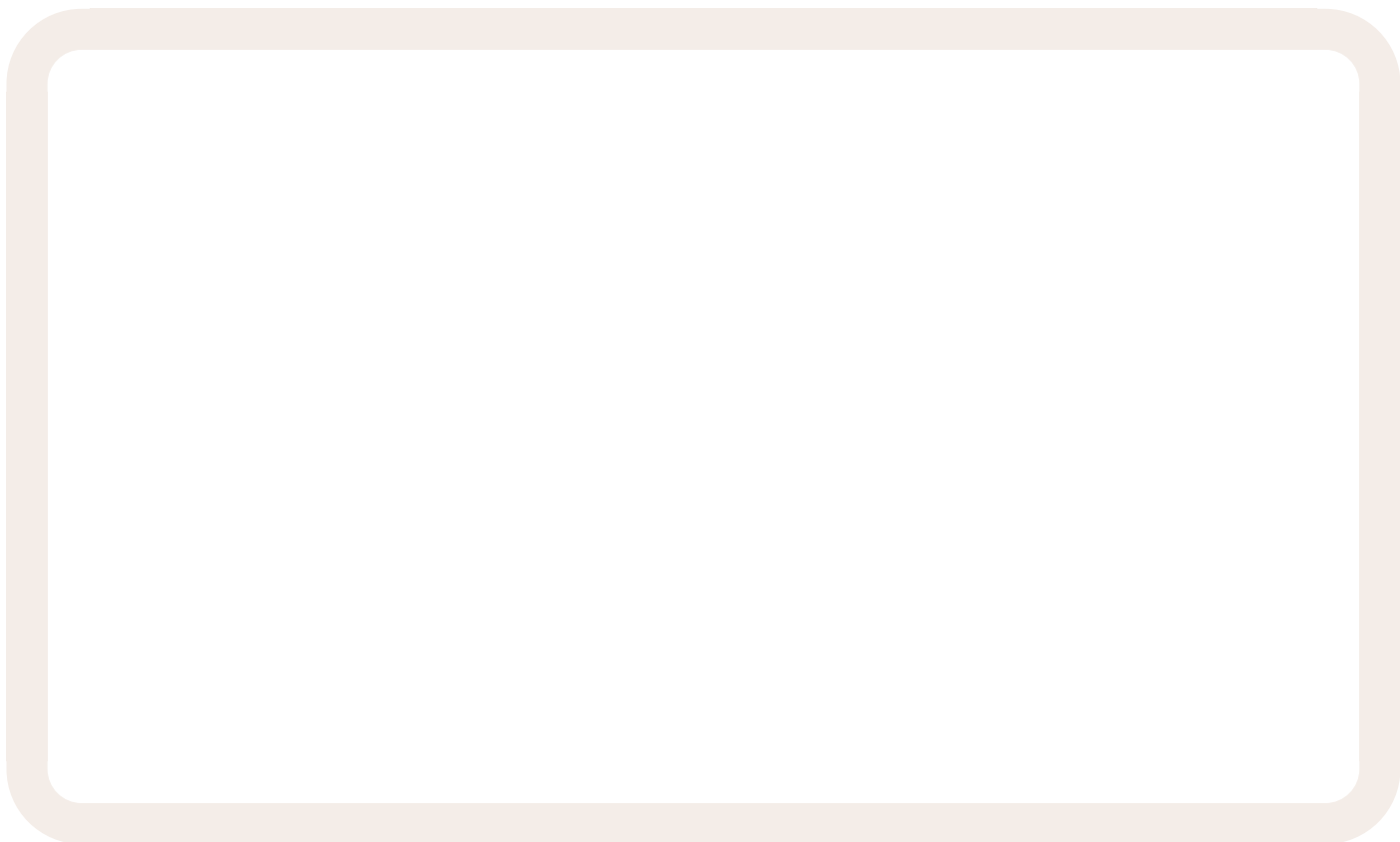2. What are ad policies?
3. What does it mean to blacklist somebody?

Ćwiczenie 2
Zamień zdania twierdzące na pytania.

1. It was only a matter of time until Google had to do something about it.
2. People were motivated to install ad blockers.
3. It started with Better Ads.
4. The working group established a set of principles.
5. The policies are based on a research paper on human behaviour.
6. They establish ad experiences that fall beneath consumer acceptability.
7. These ad experiences will get your website blacklisted.
8. The close button is disguised.
9. Users end up landing on the ad page.
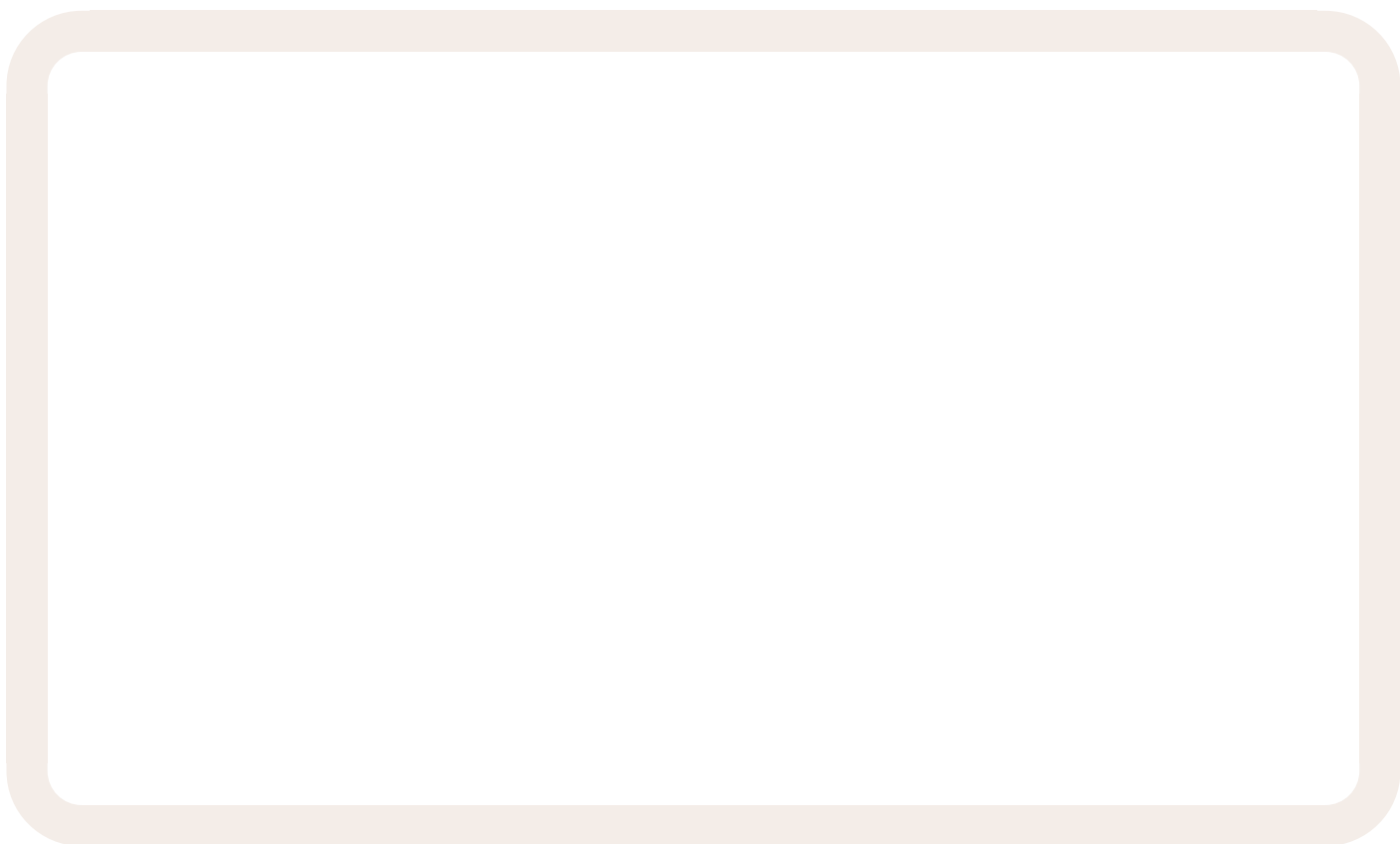10. This type of ad will get you on bad terms with your boss.

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Ćwiczenie 3
Zamień zdania twierdzące na przeczenia.

1. These types of ads are a blatant middle finger to your visitors.
2. It degrades the value of content.
3. This type of ads requires a lot of effort from users to dismiss them.
4. This type of ad eats your precious mobile data.
5. You are adding a layer of mistrust between you and your user.
6. We are on your website for content.
7. You'll be happy to know that I ad-block your website.
8. Chrome will teach you a lesson.
9. I've tried to keep my browsers away from ad-blocking.
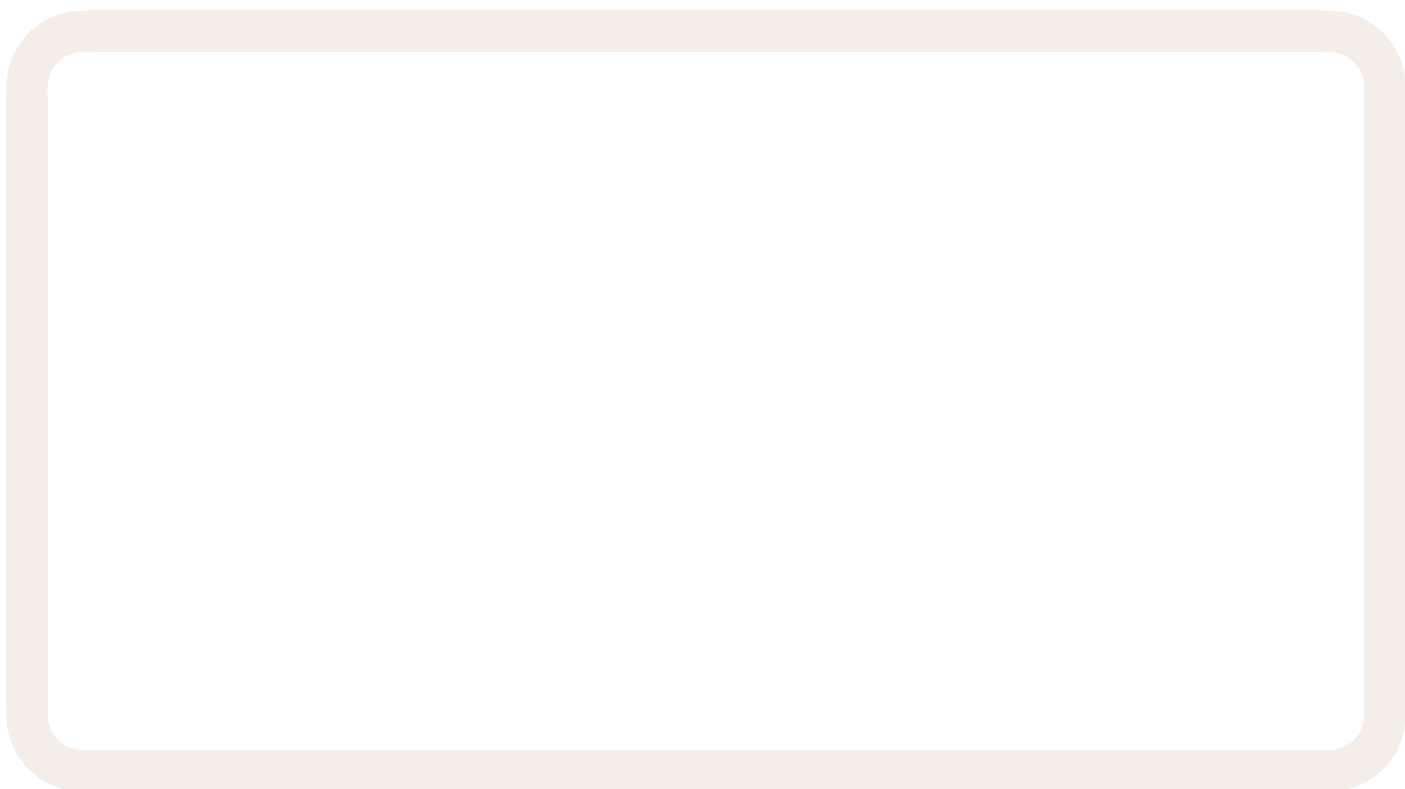10. I chose to block sites with irresponsible ad policies.

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Ćwiczenie 4
Prawda czy fałsz?

1. This article is about police officers who use Chrome.
2. Blocking ads in a browser is a completely new idea.
3. Google is a member of the Coalition For Better Ads.
4. There is no research telling us how people react to ads.
5. In most pop-up ads, the close button is hidden.
6. Prestitial ads with countdown are a sign of respect for the customer.
7. Google will immediately block websites that don't comply with the rules.
8. In general, advertising is a terrible idea.
9. The author of the article has been using ad-blocking software only for websites with annoying ads.
10. Obeying the rules by publishers will make the Internet a nicer place to be.

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Ćwiczenie 5
Odpowiedz na pytania.

1.How many bad ad policies are listed in this article?
2. What do we call an ad that suddenly appears on your screen and makes it impossible for you to access the content, unless you do what it wants you to do, or close it?
3. According to the author of the article, what do auto-play video ads with sound usually contain?
4. What do we call an add that appears before the content of the homepage is loaded?
5. What do we call a menu that floats as users scroll the page and is always visible on the screen?
6. What are the additional disadvantages of auto-play video ads with sound, on mobile devices?
7. According to the author, which type of ad makes your user distrustful?

Ćwiczenie 6
Utwórz rzeczowniki od podanych czasowników.

1. browse
2. motivate
3. install
4. behave
5. require
6. deliver
7. interact
8. dismiss
9. prevent
10. encourage
11. animate
12. move

Ćwiczenie 7
Przetłumacz zdania na język angielski.

1. Ta firma umieściła mnie na czarnej liście.
2. Ty zawsze blokujesz reklamy.
3. Pracujemy nad nowym zestawem reguł.
4. Wyskakująca reklama zablokowała treść i nie widzę artykułu.
5. Kiedy postanowiłeś wyłączyć komputer, nie wiedziałeś, że ta aplikacja pracowała w tle.
6. Jeśli zainstalujesz irytującą reklamę na swojej stronie, zniszczysz interakcję między użytkownikami i treścią.
7. Ta reklama jest wyświetlana na górze strony.
8. Ten typ reklamy będzie rozładowywał twoją baterię..
9. Można zamknąć tę reklamę za pomocą ruchu kciuka.
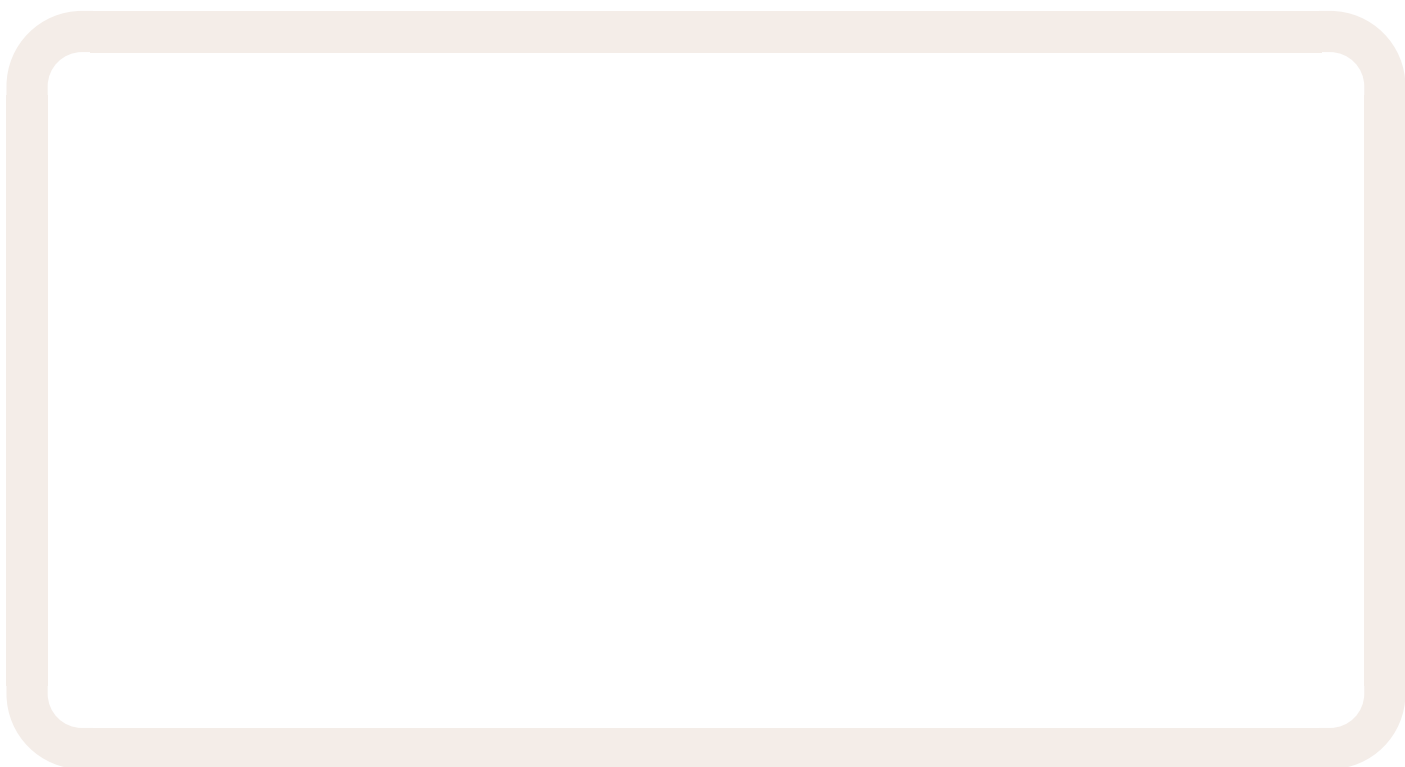10. Na jego stronie reklamy pokrywają większość ekranu.

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Ćwiczenie 8
Przetłumacz zdania na język polski.

1.If you are using this type of ad, then you'll be happy to know that I ad-block your website.
2. Google will evaluate sites for compliance with the above standards.
3. Servers don't pay for themselves.
4. Google will make this task easier.
5. Complying with the outlined principles will prove to be beneficial for the web.
6. This software blocks ads by default.
7. More and more people are becoming aware of the options.
8. This type of ad will get you on bad terms with the boss.
9. These types of ads are a blatant middle finger to your visitors.
10. These ads require a lot of effort from users to dismiss them.

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Ćwiczenie 9
Zdefiniuj poniższe słowa / frazy własnymi słowami.

1. lousy
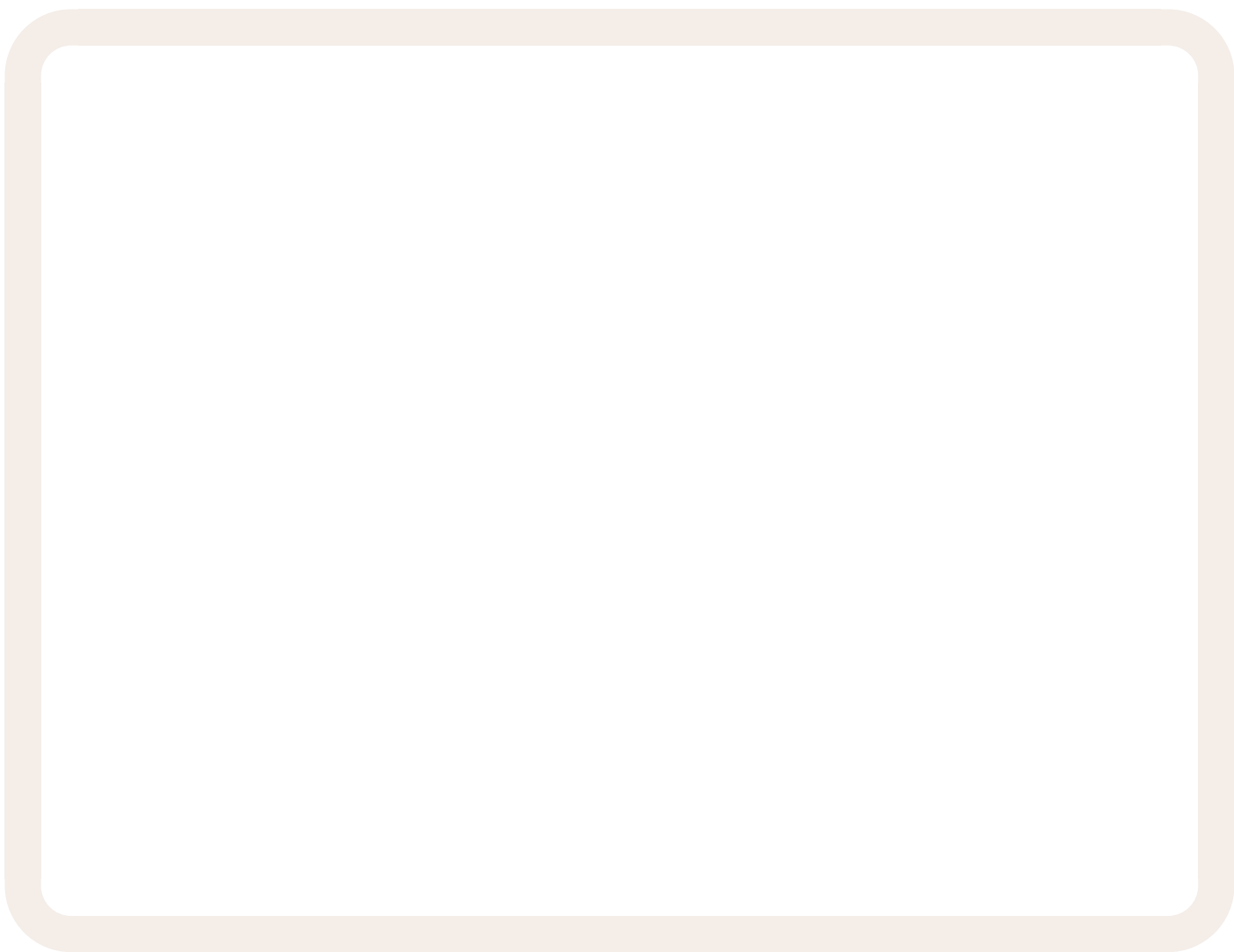2. catalyst
3. common sense
4. content
5. monetization

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Ćwiczenie 10
Znajdź w tekście synonimy poniższych wyrazów.
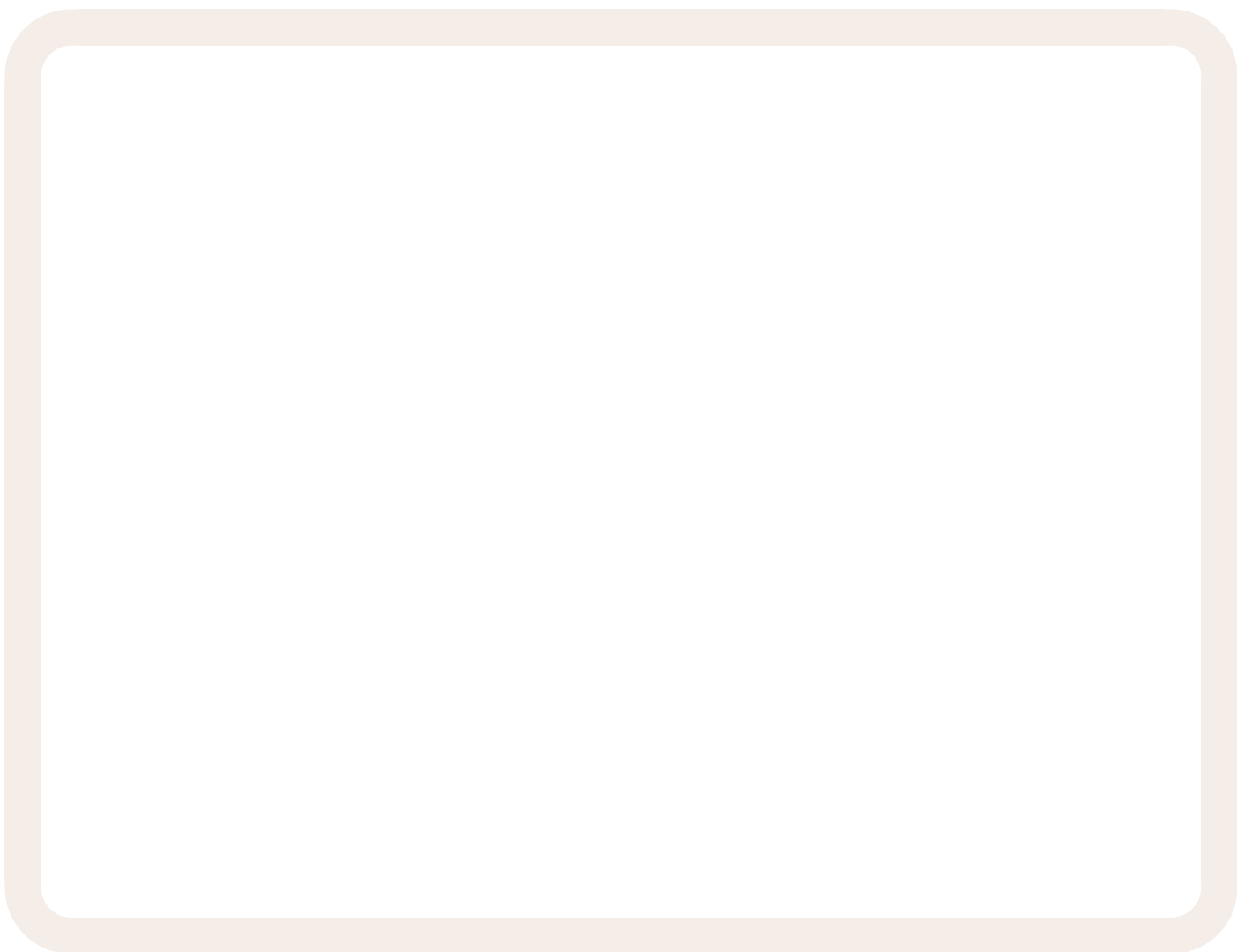
1. assess
2. inform
3. harm
4. obeying
5. advantageous

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Ćwiczenie 11
Znajdź w tekście antonimy poniższych wyrazów.

1. unaware
2. foreground
3. charge
4. discourage

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Ćwiczenie 12

W 120-150 słowach napisz, co myślisz o nowym rozwiązaniu, wprowadzonym przez chrome.