

**1. Match the questions to the paragraphs.**

a) ..... What claims does it make?

d) ..... Where was it published?

b) ..... How does it make you feel?

e) ..... When was it published?

c) ..... Who wrote it?

**2. Match the words to their definitions.**

1) ..... corporate ad

a) a newspaper, television company or other mass media which publishes news stories

2) ..... byline

b) to check that something is true

3) ..... verify

c) advertising that tells people about a company, not the product itself

4) ..... media outlet

d) a line at the beginning or end of a piece of writing in a newspaper or magazine that gives the writer's name

5) ..... claim

e) a statement that something is true although it has not been proved and other people may not agree with or believe it