

On the whole = in general; usually but not always

irritating = annoying

I skip the ads = to fast-forward

I couldn't care less about = I'm not interested in

1. Do you like advertisements?

On the whole, no. They're incredibly **irritating** and so if I'm watching something **I skip the ads**. I **couldn't care less about** them.



Iain



Rebecca

NATIVE SPEAKERS OF ENGLISH

Prepare for {IELTS}



to be forced to = to have no choice

2. Do you watch them from beginning to end?

Not if I can help it. **If I was in the cinema, then I would be forced to** because you can't just fast-forward them but at home, I rarely ever watch them.



Iain



Rebecca

NATIVE SPEAKERS OF ENGLISH

Prepare for {IELTS}



ads = advertisements; adverts

to pop up = to appear

the sidebar = a narrow vertical area that is located alongside the main display area

streaming platforms = e.g. Spotify, Apple Music, QQ Music; KuGou; Kuwo

3. Where do we see advertisements?

Everywhere! For instance, if you go on a website, **ads pop up** or they are in **the sidebar**. On music **streaming platforms**, adverts are played before the song if you are not a premium subscriber.



NATIVE SPEAKERS OF ENGLISH

Prepare for {IELTS}



to be bombarded with = to direct so many things at

There is no escaping them = you can't avoid them

a commercial break = a break in a programme for adverts

infuriating = very annoying

4. Is there much advertising in your country?

We are bombarded with them! There is no escaping them. If you watch a TV programme, there is **a commercial break** every few minutes. It's **infuriating!**



Iain



Rebecca

NATIVE SPEAKERS OF ENGLISH

Prepare for {IELTS}



