Year 5 reading comprehension: Selling Crunchy Crisps

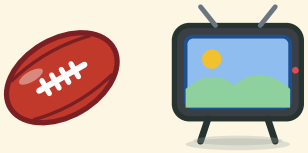
English · Reading comprehension
Level: Hard

Student: _____ Date: _____

Instructions
- Read the text first. There are 3 questions. Read each one carefully.
- Circle the best answer. Look back at the text to find the words that tell you.
- A grown-up can read the text aloud — that's fine.
- The answers are at the end. Check them together when you have finished.

Questions

Read this, then answer questions 1–3.



Selling Crunchy Crisps

Last week, a snack company launched a television advertisement for Crunchy Crisps. In the ad, a footballer scores a goal, opens a packet and shouts, “Champions eat Crunchy Crisps!” The announcer then adds that Crunchy Crisps are “the only crisps with real cheese”. A food magazine tested six brands and found that three others also list cheese as an ingredient. Most of the children we asked remembered the footballer, but only a few remembered the cheese. Advertisers often link a product to a hero because we trust people we admire. Some viewers say that is clever marketing, and others say it is unfair to young viewers. The company replies that its advertisements are made to entertain as well as sell. Smart shoppers should ask what an advert is really selling: the product or the feeling.

1. Which sentence is an opinion?

Circle one answer.

○ **A** Most of the children we asked remembered the footballer, but only a few remembered the cheese.

○ **B** A food magazine tested six brands and found that three others also list cheese as an ingredient.

○ **C** Smart shoppers should ask what an advert is really selling: the product or the feeling.

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2. Which statement matches the text?

Circle one answer.

○ **A** All of the children asked remembered the footballer.

○ **B** Only a few of the children asked remembered the cheese.

○ **C** Most of the children asked remembered the cheese.

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3. What does the article tell us straight after the cheese claim?

Circle one answer.

○ **A** In the ad, a footballer scores a goal, opens a packet and shouts, “Champions eat Crunchy Crisps!”

○ **B** Smart shoppers should ask what an advert is really selling: the product or the feeling.

○ **C** the results of a magazine’s test of six brands

Answer key

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1. C — Smart shoppers should ask what an advert is really selling: the product or the feeling.

The text says: “Smart shoppers should ask what an advert is really selling: the product or the feeling.” A fact can be checked. An opinion tells what someone thinks.

2. B — Only a few of the children asked remembered the cheese.

The text says: “Most of the children we asked remembered the footballer, but only a few remembered the cheese.” Keep the statement no stronger than the little word in the text.

3. C — the results of a magazine’s test of six brands

The text says: “A food magazine tested six brands and found that three others also list cheese as an ingredient.” Find the point in the question, then look just before or after it.