

PRUEBA/PROVA: BRAND FANS

EXAM and ANSWERS including SMART TIPS

Brand fans

1 One look at the logo on your T-shirt and people know that you 'just do it'. The three stripes on your
2 trainers tell everyone that 'impossible is nothing' for you. But those signs send another message to the
3 world. They say clearly that you're a brand fan.

4 In the past, advertising focused on product quality, but advertisers discovered that people don't discuss
5 what their sports gear is made of. They talk about Nadal's victories and Ronaldo's goals: in other words,
6 experiences. As a result, some companies decided to stop making products and to start creating
7 experiences.

8 Today, factories in the developing world make the products, while the companies make sure that
9 consumers associate their brands with success. This involves using marketing techniques that appeal to
10 their biggest customers: teenagers.

11 Today's teenagers are relatively wealthy and, consequently, companies work hard to attract their
12 custom through the internet and by sponsoring special events. There are Facebook pages to visit, and
13 events such as pop concerts that provide the 'lifestyle experiences' the company wants customers to
14 associate their brand with. In fact, companies want teenagers to see their brands as celebrities, not as
15 products.

16 But a celebrity image can have negative consequences for a brand. News about brands, good or bad, is
17 now celebrity news, not business news. When some companies were discovered using workers in
18 sweatshops, it was headline news. As a result, if companies want people to love their brands, they will
19 have to behave ethically. Otherwise, their fans might stop feeling proud of wearing their logos and take
20 their custom elsewhere.

1. Say whether the following sentences are TRUE or FALSE according to the text. Copy the evidence from the text. No marks will be given without the evidence. (1.5 points)

a) Logos tell everyone that you like buying branded products.

True. 'But those signs send another message to the world. They say clearly that you're a brand fan.'
(Paragraph 1)

b) Companies used to talk about sporting achievements in their advertisements.

False. 'In the past, advertising campaigns focused on product quality ...' (Paragraph 2)

c) News about brands has less impact these days.

False. 'News about brands, good or bad, is now celebrity, not business news.' (Paragraph 5)

SMART TIP: answering 'true or false' questions

'True or false' questions often use the same vocabulary that appears in the text so the sentence appears correct. However, the tense in the question may be different to the tense used in the text.

2. ANSWER the questions below. COPY no more than 10 words and/or a number from the text to answer each question. (1.5 points)

a) What did advertising focus on in the past?

Advertising focused on product quality.

b) What do companies want teenagers to see their brands as?

Companies want teenagers to see their brands as celebrities.

c) What happened when some companies were discovered using workers in sweatshops?

It was headline news.

3. WRITE a synonym (=), an opposite (≠), a definition or a sentence for each of the following words to show that you understand their meaning in the text. Use your own words. (1 point)

a) logo (line 1)

c) custom (line 12 & 20)

b) wealthy (line 11)

d) sweatshop (line 18)

Suggested answers:

a) = symbol; no suitable opposites; Definition: a design or symbol used by a company to advertise its products; Sentence (example): The footballers wore the sponsor's logo on their shirts.

b) = rich; ≠ poor; Definition: having a lot of money; Sentence (example): Although they are very wealthy, they live in a small house.

c) = trade, business; ≠ no suitable opposites; Definition: the practice of buying things from the same company; Sentence (example): The service in that shop was terrible and we've taken our custom elsewhere.

d) = factory; ≠ no suitable opposites; Definition: a factory where people work in bad conditions for very little money; Sentence (example): Children as young as twelve were working for ten hours a day in that sweatshop.

SMART TIP: deciding on the meaning of a word

If you're not sure about the meaning of a word, first identify the part of speech it is. Then re-read the sentence (and, if necessary, the paragraph in which it appears) and use the context to help you. For example, the word 'logo' refers to something on a T-shirt. The rest of the paragraph talks about the 'stripes' on trainers and refers to both 'logo' and 'stripes' as signs. The context should help you to realize that 'logo' is a kind of symbol. The rest of the text suggests that it is a symbol used by companies to identify brands.

4. READ this conversation and COMPLETE your part. Write the numbers(1–6) and each complete sentence on your exam paper. (1.5 points)

A friend: Would you like (1) *to play* tennis on Saturday morning?

You: Not really. I'd rather (2) *go* shopping in the new shopping centre.

A friend: Why? (3) *Do you* want to buy something?

You: Yes, I really need some new trainers. (4) *Do you fancy* coming with me?

A friend: OK, why (5) *don't we meet* at the entrance at 10 o'clock?

You: (6) *That's a good* idea. See you there!

SMART TIP: filling in gaps in a conversation

Look for clues in the context of the dialogue. Are the speakers making suggestions, asking for something, offering help etc.? Think about the phrases that you usually use in these situations. Also look at the words before and after the gap, and ask yourself what type of words they are usually preceded or followed by.

5. Read the following situations and WRITE what you would say in each one to show that you understand the context of the situation. Write between 10 and 25 words. (1.5 points)

a) Your teacher said: 'Your composition is excellent and we're going to put it on the school website.' Report the news to your parents.

Suggested answer: My teacher told me that my composition was excellent and they were going to put it on the school website.

b) It's midday but the sky is very dark. Make a prediction.

Suggested answer: I'm sure it's going to rain.

c) A friend is coming to your house for the first time. Tell him / her how to get there from your school.

Suggested answer: I live near the newsagent's on Harrison Road. Turn right after the newsagent's and my house is on the left. We live at number 64.

d) A friend suggests playing a computer game. You dislike the idea. Respond to his suggestion and make another suggestion.

Suggested answer: I don't feel like playing a computer game. Why don't we go to the cinema instead?

SMART TIP: using functional language

Although this exercise is asking you to think of the language you would use in certain situations, don't forget to concentrate on the grammar. In question 1, you need to remember the rules for reported speech, and in question 2, you have to use *going to* for predictions. In the other questions, the choice of language is more open, but you still need to remember things like which structures are followed by infinitives or *-ing* forms.

6. Write a composition of about 120–150 words on the following topic. (3 points)

‘Shopping at shopping centres is fun.’ Discuss.

Suggested answer:

For most families, shopping for necessities is a daily routine. However, shopping centres do their best to make shopping entertaining.

People often visit shopping centres to buy non-essential goods. This is the kind of shopping people enjoy. Furthermore, there are restaurants and cinemas so a trip to a shopping centre can become a day out.

Unfortunately, these facilities attract enormous crowds. Moreover, you find the same shops in every centre and it’s impossible to find anything original.

In my opinion, shopping centres are great if you like buying well-known brands, eating fast food and watching blockbuster films. However, if you want something different, you’d better stay away!

SMART TIP: organizing your writing

Before you start writing, make a list of all the things connected to the title that you can think of. Choose which things you want to write about and organize your ideas into three or four paragraphs: an introduction, the main part, and a summary.