

## PRUEBA/PROVA: A LICENCE TO SELL

### EXAM

#### A LICENCE TO SELL

Modern films and TV shows often feel like long advertisements thanks to product placement. This advertising technique involves using a product in a film or TV programme as if it were part of the story. Product placement owes its success to the invention of the video recorder, as owners fast-forwarded when adverts appeared in the middle of recorded programmes. Video recorders were a problem for advertisers; product placement was the solution.

Today, advertisers receive scripts from producers and then look for products that fit 'naturally' with the story. For example, a studio making a film about a teenager at university might ask for clothes, a laptop computer and a mobile phone for her. The camera could easily focus on all of these objects without greatly damaging the story. The problems begin when nobody worries about the story.

Ian Fleming, who wrote the James Bond novels, gave his hero a 'licence to kill'. Many people say the Bond films have given him a new licence: a licence to sell. When Bond isn't using the latest mobile phones, GPS devices or handheld tablets, he is driving sports cars and flying with airlines that have all been placed in the films for enormous amounts of money. Companies paid \$45 million for their products to appear in the last Bond film. Many Bond fans think there is too much product placement and not enough plot.

It seems that product placement is here to stay. Nevertheless, many critics feel that if TV programmes and films just become vehicles for advertising, audiences will soon look for alternative forms of entertainment.

**1. Read the text. Indicate whether the following statements are TRUE or FALSE and write down which part of the text justifies your answer. [2 POINTS]**

- a) TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.
- b) Product placement contributes to increasing the film production costs.
- c) In the future, audiences might consider product placement a reason for finding different types of entertainment.
- d) Product placement has become a way of replacing the commercial break between programmes.

**2. Answer the following questions in your own words according to the text. [2 POINTS]**

- a) What does product placement do to a lot of films and TV programmes?
- b) What is a common complaint about product placement in James Bond films?

**3. Find words or phrases in the text that correspond to the words and definitions given. [1,5 POINTS]**

- a) a particular way of doing something (paragraph 1)
- b) freedom to do whatever you want, often something bad or unacceptable (paragraph 3)
- c) the storyline of a book or film (paragraph 3)
- d) despite this (paragraph 4)
- e) something that can be used as a way of achieving something (paragraph 4)

**4. Choose the correct option, a, b, c or d for each question and COPY the sentence onto your answer sheet. [1,5 POINTS]**

**1. Product placement ...**

- a) first appeared in video recordings of TV programmes and films.
- b) describes a TV programme that is about a product.
- c) makes products part of a TV programme or film.
- d) is the advertisement which appears between programmes.

**2. TV viewers' habits changed because of ...**

- a) a new device.
- b) repeated programmes and films.
- c) the introduction of product placement.
- d) more leisure time.

**3. Product placement causes problems when ...**

- a) the products become more important than the story.
- b) the products fit naturally with the story.
- c) there aren't fit naturally with the story
- d) it is difficult to notice the product placement.

**5. Write 120–150 words on the following topic. [3 POINTS]**

Does advertising influence people?