PRUEBA/PROVA: A LICENCE TO SELL

EXAM

- No se permite el uso de diccionario ni de ningún otro material didáctico.
- Las preguntas deberán ser respondidas en Inglés.
- Duración de la prueba: 1 hora y 30 minutos.
- Esta hoja **no** se entrega.

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.

I. READING COMPREHENSION. (2 POINTS: 0.5 points for each correct answer)

Add TRUE or FALSE and copy the evidence from the text to support your answer. NO marks are given for only true or false. NO marks are given for T or F.

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

II. LEXICON/PHONETICS

A. LEXICON (1 POINT: 0.25 points for each correct answer)
Find words or phrases in the text that mean the same as these given.

1. commercial
2. screenplay
3. appliance
4. story

B. PHONETICS (1 POINT: 0.25 points for each correct answer)

1. Write a word from the text that includes the same diphthong sound as "like"/aɪ/?
2. How is the "th" pronounced in "think", /θ/ or /ð/?
3. How is the "-s" pronounced in "forms", /s/, /z/ or /ɪz/?
4. Write a word from the text that includes the same sound as "teacher" /ə/.

III. USE OF ENGLISH (3 POINTS: 0.5 points for each correct answer)

Rewrite the following sentences starting with the words given:

1. The mobile was too expensive for me to buy.

   I didn't have enough ……

2. This month of June has been much hotter than last year.

   Last June was……

3. Perhaps we have gone the wrong way.
   We might…….

4. You are tired because you stayed up late last night.
   If you hadn't…….

5. Meeting the lead singer was really surprising.
   I didn't expect……..

6. We haven't arranged a date for the party yet.
   A date for the party……

IV. COMPOSITION (3 POINTS)

Write a composition of at least 125 words on the following topic:
Does advertising influence people?