

## PROBA: A LICENCE TO SELL

**Read the text and the instructions for the questions very carefully. Answer all the questions in English.**

### A LICENCE TO SELL

- 1 Modern films and TV shows often feel like long advertisements thanks to product placement. This  
2 advertising technique involves using a product in a film or TV programme as if it were part of the story.  
3 Product placement owes its success to the invention of the video recorder, as owners fast-forwarded  
4 when adverts appeared in the middle of recorded programmes. Video recorders were a problem for  
5 advertisers; product placement was the solution.
- 6 Today, advertisers receive scripts from producers and then look for products that fit 'naturally' with the  
7 story. For example, a studio making a film about a teenager at university might ask for clothes, a laptop  
8 computer and a mobile phone for her. The camera could easily focus on all of these objects without  
9 greatly damaging the story. The problems begin when nobody worries about the story.
- 10 Ian Fleming, who wrote the James Bond novels, gave his hero a 'licence to kill'. Many people say the  
11 Bond films have given him a new licence: a licence to sell. When Bond isn't using the latest mobile  
12 phones, GPS devices or handheld tablets, he is driving sports cars and flying with airlines that have all  
13 been placed in the films for enormous amounts of money. Companies paid \$45 million for their  
14 products to appear in the last Bond film. Many Bond fans think there is too much product placement  
15 and not enough plot.
- 16 It seems that product placement is here to stay. Nevertheless, many critics feel that if TV programmes  
17 and films just become vehicles for advertising, audiences will soon look for alternative forms of  
18 entertainment.

### Questions

1. **Write a summary of the text in English, including the most important points, using your own words whenever possible. (approximately 50 words; 1 point)**
2. **Indicate whether the following statements are true or false (T / F), according to the text, and copy that part (and ONLY that part) of the text which justifies your answer. (1 point, 0.25 points each)**
  - i) Product placement describes a TV programme that is about a product.
  - ii) TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.
  - iii) Product placement did not change audience opinion of the last James Bond film.
  - iv) Some critics think that audiences will continue to accept product placement.

**3. Find words or phrases in the text that correspond in meaning to the following.**  
**(1 point: 0.25 points each)**

- i) a technique used to promote consumer goods
- ii) the written text for a play, film or advertisement
- iii) an official permit which allows you to do something
- iv) the main events in a story or film

**4. Pronunciation (1 point, 0.25 points each)**

Write down four words from the text with the same single vowel sound as the word *ship* /ɪ/. If the word you find has more than one syllable, underline the syllable containing the target sound.

**5. Complete the second sentence of each pair so that it has the same meaning as the first one.**  
**(1.5 points: 0.5 points each)**

- i) The advertiser read the script and then looked for products to fit.  
Before looking for ...
- ii) Companies paid \$45 million for their products to appear, because it was a Bond film.  
If it hadn't ...
- iii) Companies now use films as a way to market their products.  
In order to ...

**6. Does advertising influence people? (approximately 120 words; 3 points)**