

PRUEBA: A LICENCE TO SELL

ANSWER KEY – including SMART TIPS

1. Choose the correct answer a, b or c. (3 points; 0.5 each)

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.*
2. TV viewers' habits changed because of ...
 - a. *a new device.*
 - b. repeated programmes and films.
 - c. the introduction of product placement.
3. Why did viewers use the fast-forward function when watching recorded programmes?
 - a. to avoid programmes they didn't want to watch
 - b. to avoid product placement
 - c. *to avoid advertisements*
4. TV and film producers send scripts to advertising companies so they can ...
 - a. suggest changes to the story.
 - b. *find suitable products to go with the story.*
 - c. find solutions for any problems in the story.
5. Product placement causes problems when ...
 - a. *the products become more important than the story.*
 - b. the products fit naturally with the story.
 - c. the camera focuses on some products.
6. One of the complaints about product placement in James Bond films is that ...
 - a. audiences want to buy the products they see immediately.
 - b. it's very expensive for companies.
 - c. audiences can't concentrate on the story.

SMART TIP: answering questions with three options

When answering questions that offer three possible answers, first read the question and find the part of the text that it refers to. Reread that part of the text and see if you can answer the question before you look at the options. This will help you to choose the correct option and avoid being 'tricked' by options that use vocabulary from the text but are wrong.

2. Answer these questions in no more than 5 words. (1 point; 0.25 each)

- a. Who did product placement solve a problem for?
TV advertisers
- b. What should product placement not do in a film or programme?
Spoil the story/negatively affect the story
- c. Why is there so much product placement in Bond films?
To make money
- d. What might audiences in the future do as a result of product placement?
Find other kinds of entertainment

3. Find a word in the text for these definitions. (1 point; 0.25 each)

- a. commercials (paragraph 1) *advertisements/adverts*
- b. story (paragraph 3) *plot*
- c. appliances (paragraph 3) *devices*
- d. screenplay (paragraph 2) *script*

SMART TIP: deciding on the meaning of a word

If you're not sure about the meaning of a word, reread the sentence (and, if necessary, the paragraph) in which it appears in the reading text, and use the context to help you. For example, the word 'plot' appears at the end of the third paragraph. The second and third paragraphs discuss the effects of product placement on the story of films. We are told that Bond fans think that recent Bond films contain too much product placement. All this information should help you to realize that 'plot' is a synonym for 'story'.

4. Rephrase the following sentences so that their meaning is as similar to the original as possible. (1 point; 0.25 each)

- a. Product placement *was introduced by advertisers because of the success of video recorders*
[Passive]
- b. If you hadn't *stayed up late last night watching that film you wouldn't be (so) tired.*
[3rd conditional]
- c. The critic said that *the film had been ruined by product placement.* [Reported speech]
- d. Product placement is *an advertising technique which promotes a product in a film or TV programme.* [Defining relative clause]

5. Write an opinion article of 150 words on this topic: Advertising influences people. Write about the different forms of advertising that exist today and say how it influences people. Give your opinion on how effective advertising is at influencing people (specify the number of words at the top right-hand side of your essay). (3 points)

Suggested answer:

143 words

Advertising surrounds us wherever we go. It's in the media, on the internet, on hoardings in the streets and on public transport. It's impossible to escape it.

In my opinion, the fact that we constantly see advertising does have an effect on our behaviour. I think that the ideas we have about what the 'perfect' human body comes almost entirely from adverts.

Advertising also has a great influence on what is considered fashionable, whether it's clothing, electronic gadgets or popular culture.

Another fact that demonstrates the power of advertising is the willingness of companies to spend millions on it. They wouldn't continually invest all this money if it didn't work.

In conclusion, I believe that advertising is very effective at persuading people to buy things. Without it, a lot of products that are not essential in our daily lives would probably not sell.

SMART TIP: giving an opinion

When you have to give an opinion, remember to use useful opinion expressions to introduce your ideas. For example, *I think / believe that ... , In my opinion ... , In my view ... , It seems to me that ...*

6. You have arranged to see a film with your friend Jack but you are going to be late. Write a text message to your friend explaining the situation. Apologise and suggest a solution (write between 35 and 50 words). (1 point)

Jack, hi! I'm running fifteen minutes late. I'm really sorry, but the train I was supposed to get didn't turn up so I had to get a later one. Why don't you go in to the cinema and get us some seats? I'll meet you in there.