

PRUEBA: 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.

PREGUNTAS (NO RESPONDAN EN ESTA HOJA)

1. Read the text and choose the best option (A, B, or C) for items 1.1 to 1.4. On your answer sheet, draw a table like the one below and, for each item, copy only the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS.
[Score: 4 items x 5 marks = 20 marks]

1.1	1.2	1.3	1.4

- 1.1 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.
- 1.2 TV viewers’ habits changed because of ...
 - A) a new device.
 - B) repeated programmes and films.
 - C) the introduction of product placement.

- 1.3** Ian Fleming created ...
A) new ways of advertising.
B) many luxury products.
C) a famous literary character.

- 1.4** There has been criticism about the ...
A) amount of money spent on product replacement,
B) amount of product placement in Bond films.
C) kind of products placed in Bond films.

2. Complete each sentence with information from the text but using your own words (about 10-15 words of your own per sentence). DO NOT COPY LITERALLY from the text nor from statements 1.1 to 1.4. Write the two sentences on your answer sheet. [Score: 2 items x 5 marks = 10 marks]

2.1 \$45 million ...

2.2 Critics say ...

3. Complete the text choosing the best option (A, B, or C) for each gap (1-15). On your answer sheet, draw a table like the one below and, for each gap (1-15), copy the letter that corresponds to your answer (A, B, or C). Use CAPITAL LETTERS. [Score: 15 items x 1 marks = 15 marks]

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Nowadays we are (1) ___ by advertisements and often we don't actually realise it. (2) ___ huge billboards at the side of the road to posters and screens in every place imaginable, it seems there's (3) ___ escaping advertisements. As if that (4) ___ enough, when we watch a film or a TV show we may actually (5) ___ seeing new products at the same time. Very often the products appear so briefly that we might not even be aware (6) ___ them. Usually they will appear in the background or in some other way that it isn't obvious that the product is being advertised. The success of product placement (7) ___ on the products being cleverly placed in a scene. This means that it should seem natural to the (8) ___ that the product is there. It shouldn't (9) ___ attention to itself. In other (10) ___, product placement is a hidden form of advertising. Companies hope that by exposing us to these items that subliminally we will (11) ___ them and perhaps even decide to purchase them at some point. (12) ___, if we associate a certain product with our favourite actor, we are more likely to buy it. So, product placement also requires viewers to identify (13) ___ with actors through these products. In this way, advertisers are creating consumers. They hope that people who usually (14) ___ a product will be encouraged to do so as a result of seeing it on their favourite show. Most people aren't even aware that this is the reason (15) ___ they buy a particular product or brand.

- | | | | |
|-----|-----------------|-----------------|--------------------|
| 1. | A) circled | B) surrounded | C) closed |
| 2. | A) From | B) For | C) With |
| 3. | A) not | B) nor | C) no |
| 4. | A) wasn't | B) wouldn't be | C) hasn't been |
| 5. | A) be | B) do | C) have |
| 6. | A) for | B) of | C) at |
| 7. | A) supports | B) concentrates | C) relies |
| 8. | A) spectator | B) viewer | C) participant |
| 9. | A) draw | B) pull | C) take |
| 10. | A) words | B) ways | C) terms |
| 11. | A) remind | B) memorise | C) remember |
| 12. | A) Even more | B) Although | C) Furthermore |
| 13. | A) them | B) themselves | C) them themselves |
| 14. | A) wouldn't buy | B) didn't buy | C) haven't bought |
| 15. | A) when | B) what | C) why |

4. Finish each sentence so that it keeps the meaning of the sentence printed before it and includes a clear change of linguistic structure. COPY THE COMPLETE SENTENCES (including the beginnings already given to you) onto your answer sheet. [Score: 3 items x 5 marks = 15 marks]

- 4.1** This is the first time I've seen this film.
I ...
- 4.2** It's no use fixing that old video recorder.
There's ...
- 4.3** She'll come with us as long as we go shopping afterwards.
Provided ...

5. Do you think that we are influenced by advertisements? WRITE AN OPINION TEXT of about 120 words. Make sure you provide the necessary arguments to convince the reader of your opinion. Write your text on your answer sheet. [Score: 40 marks x 1 item = 40 marks]