

PRUEBA: A LICENCE TO SELL

ANSWER KEY – including SMART TIPS

1. Answer these questions about the text. Use your own words whenever possible. (2 points: 1 point each)

1. What does product placement do to a lot of films and TV programmes?
Suggested answer: It turns them into non-stop commercials.
2. What is a common complaint about product placement in James Bond films?
Suggested answer: Audiences feel that the story is weak and there is too much emphasis on advertising products.

SMART TIP: answering open questions

When answering open questions, try to use your own words. Find the information you need in the text and see if you can think of any synonyms, especially for the verbs and the nouns. Also make sure that you write complete sentences in your answers, not just notes.

2. Read the following statements, decide whether they are true or false and justify your answer by quoting evidence from the text. (2 points: 0.5 points each)

1. TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.
True. 'Today, advertisers receive scripts from producers and then look for products that fit "naturally" with the story.'
2. Product placement contributes to increasing the film production costs.
False. '... 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.'
3. In the future, audiences might consider product placement a reason for finding different types of entertainment.
True. '... many critics feel that if TV programmes and films just become vehicles for advertising, audiences will soon look for alternative forms of entertainment.'
4. The video recorder allowed people to fast-forward and miss advertisements.
True. '... owners fast-forwarded when adverts appeared in the middle of recorded programmes.'

SMART TIP: answering 'true or false' questions

'True or false' questions often use the same vocabulary that appears in the text so the sentence appears correct. However, the question might express a negative idea when the text expresses a positive one, and vice versa.

3. Find in the text the word or group of words which match these definitions. (1 point: 0.2 points each)

- a. a commercial
advertisement (paragraph 1)
- b. a story
plot (paragraph 3)
- c. an appliance
device (paragraph 3)
- d. a screenplay
script (paragraph 2)
- e. formal permission to do something
licence (paragraph 3)

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' means the same as 'story'.

4. Complete the text using the correct words from the box below. There are two words that you won't need. (2 points: 0.25 points each)

Nowadays we are surrounded (a) *by* advertisements and often we don't actually (b) *realize* it. When we watch a film or a TV show we may actually (c) *be* seeing new products (d) *all* the time. Companies hope (e) *that* by exposing us to (f) *these* items that subliminally we (g) *will* remember this item and perhaps even decide to purchase it at (h) *some* point.

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5. Write a composition of between 150–200 words on ONE of the following topics. (3 points)

Many different answers are possible. Here are two suggested models.

1. Does advertising influence people?

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 is all come 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.

2. Where is the best place to see films: in the cinema or at home on DVD, the internet or TV?

The death of the cinema has been announced frequently. Both television and the internet allow you to watch films at home cheaply. However, the cinema is still popular. Why?

Firstly, despite being more expensive, the cinema offers a relatively cheap night out. Furthermore, exchanging opinions on the film with friends afterwards is fun.

Secondly, cinemas have a special atmosphere created by watching a film on a big screen, with lots of other people. Although modern TVs have big screens, it's impossible to recreate this feeling at home.

In summary, while I enjoy watching a good film on TV, going to the cinema with friends is still one of my favourite pastimes.

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 ...*