

PRUEBA and ANSWERS (I WANT ONE OF THOSE!)

Instrucciones: a) Duración: 1h30m. b) No se permite el uso de diccionario.
c) La puntuación de las preguntas está indicada en las mismas.

I WANT ONE OF THOSE!

- 1 Modern films and TV shows can often feel like one long advertisement thanks to an advertising
- 2 technique called 'product placement'. It involves using a product in a film or TV programme
- 3 as if it were part of the story, and advertisers hope that viewers will want to buy the products they
- 4 see on screen.

- 5 Advertisers receive scripts from producers and then look for products that fit 'naturally' with
- 6 the story. For example, a film studio making a film about a teenager at university might ask
- 7 advertisers to find them companies that want their clothes, laptop computers or mobile phones to
- 8 appear in the film. The camera could easily focus on all of these objects without damaging the story
- 9 too much and the advertisers pay the film company money towards the costs of making the film.

- 10 Product placement is a multi-million dollar industry. Today, many blockbuster films show so
- 11 many products that the actors may appear as much like salespeople as the characters they play.
- 12 When James Bond, for example, isn't using the latest mobile phones or handheld devices, he is
- 13 driving sports cars and flying with airlines that have all been placed in the films for enormous
- 14 amounts of money. Companies paid millions of dollars for their products to appear in the last Bond
- 15 film, but did it affect the viewers' opinions of the film? It appears not.

- 16 Product placement is happening more and more in TV programmes and films, but audiences
- 17 seem to accept it. Nevertheless, many film critics feel that advertising products may become
- 18 more important than making good programmes and films. If this happens, the plots and characters
- 19 will not be as good and audiences will soon look for alternative forms of entertainment.

I COMPREHENSION (This section consists of eight items combining 'True/False', 'Multiple choice' and 'Find in the text ...' questions) (4 points)

CHOOSE AND WRITE THE CORRECT OPTION (A, B, C OR D) (0.5 points each)

1. TV and film producers send scripts to advertising companies so the companies can ...

- (a) suggest changes to the story. (b) find solutions for any problems in the story.
(c) *choose which products go with the story.* (d) get new laptops and mobile phones.

2. Product placement contributes to ...

- (a) giving James Bond new technology. (b) increasing the film production costs.
(c) creating new technologies. (d) *increasing a film's income.*

3. Product placement will cause 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.
(d) there aren't many products in the story.

ARE THESE STATEMENTS TRUE OR FALSE? JUSTIFY YOUR ANSWERS WITH THE PRECISE WORDS OR PHRASES FROM THE TEXT. (0.5 points each)

4. Product placement describes a TV programme that is about a product.

False. 'It involves using a product in a film or TV programme as if it were part of the story ...' (lines 2-3)

5. Product placement did not change audience opinion of the last James Bond film.

True. '... but did it affect the viewers' opinions of the film? It appears not.' (line 15)

6. Some critics think that audiences will continue to accept product placement.

False. 'Nevertheless, many film critics feel that advertising products may become more important than making good programmes and films. If this happens, the plots and characters will get worse and audiences will soon look for alternative forms of entertainment.' (lines 17-19)

7. FIND IN THE TEXT: (0.5 points)

7.1 ONE SYNONYM FOR 'appliance'. (noun) *device (line 12)*

7.2 ONE OPPOSITE FOR 'tiny' (adjective) *enormous (line 13)*

8. FIND IN THE TEXT: (0.5 points)

8.1 ONE WORD MEANING 'very commercially successful'. *blockbuster (line 10)*

8.2 ONE WORD MEANING 'the series of events that form the story of a film, novel, etc.'
plot (line 18)

SMART TIP: finding words in the text

When looking for words in the text, first identify whether it's a noun, verb, adjective or adverb. If it's a noun, is it a countable or uncountable noun? If it's a countable noun, it might come after an article like *a*, *an* or *the*, or it might be in a plural form. If it's an uncountable noun, it might follow *some* or *any*. Verbs nearly always follow subjects and are often used with auxiliary verbs. Adjectives come before nouns or after the verb *to be*, and adverbs are often found close to verbs or at the end of sentences.

II USE OF ENGLISH (3 points; 0.5 points each)

9. FILL IN THE GAP:

9.1 WITH THE CORRECT OPTION: He ... the script by next Friday.

has finished / can't have finished / will have finished / could have finished

9.2 WITH THE CORRECT OPTION: Some films ... look more like advertisements than stories.

must / are able to / should / can

9.3 WITH A CORRECT FORM OF THE VERB IN BRACKETS: Obvious product placement in films may distract viewers from ... (enjoy) the storyline. *enjoying*

SMART TIP: using the correct verb tense

Look for clues such as adverbs to help decide which tense to use. In this sentence, the adverbial expression *by next Friday* will help you.

10. GIVE A QUESTION FOR THE FOLLOWING ANSWER.

'No, not yet. I'm planning to see it at the cinema next weekend.'

Have you seen ...?

11. TURN THE FOLLOWING SENTENCE INTO:

11.1 THE PASSIVE VOICE. 'Film companies introduced product placement because they needed money from advertisers to fund films.'

Product placement was introduced by film companies because they needed money from advertisers to fund films.

SMART TIP: passive sentences

When changing active sentences into passive sentences, be careful not to change the tense of the sentence or the verb form.

11.2 REPORTED SPEECH: The critic said, 'The film was ruined by product placement.'

The critic said the film had been ruined by product placement.

SMART TIP: reported speech

When using reported speech, remember to check that you use the following correctly: the reporting verb, tenses, pronouns and adverbs. Also remember that in reported questions the subject comes before the verb and *do* is not used. We don't use a question mark, either.

12. JOIN THE FOLLOWING SENTENCES USING A RELATIVE CLAUSE. MAKE CHANGES IF NECESSARY. 'Product placement is an advertising technique. This advertising technique uses a product in a film or TV programme.'

Product placement is an advertising technique which uses a product in a film or TV programme.

SMART TIP: relative clauses and relative pronouns

When joining two sentences with a relative clause, decide whether you need a defining relative clause or a non-defining relative clause (with commas). Then decide which relative pronoun you'll need. Remember, you can't use the relative pronoun *that* with non-defining relative clauses.

13. REWRITE THE SENTENCE WITHOUT CHANGING ITS MEANING. BEGIN AS INDICATED:

'I regret watching that film last night. It was awful!'

I wish ... *(I wish) I hadn't watched that film last night. It was awful!*

SMART TIP: if only / I wish

If only and *I wish* are used to express unhappiness or disappointment about a present or past situation. They are similar to conditionals and express hypothetical situations. We use them with the past simple to talk about the present, and the past perfect to talk about the past.

14. JOIN THE FOLLOWING SENTENCES USING AN APPROPRIATE LINKER (DO NOT USE AND, BUT, OR BECAUSE). MAKE CHANGES IF NECESSARY.

'James Bond is a secret agent. James Bond often seems more like a salesman.'

Suggested answers: Despite being a secret agent, James Bond often seems more like a salesman. OR Although James Bond often seems more like a salesman, he is a secret agent.

III WRITING (3 points)

15. WRITE A COMPOSITION OF APPROXIMATELY 120 WORDS ABOUT THE TOPIC PROPOSED.
YOU MUST FOCUS STRICTLY ON IT: **Does advertising influence people?**

Many different answers are possible. Here is one suggested model.

Does advertising influence people?

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

In my opinion, the fact that we constantly see advertising affects our behaviour. I think that the ideas we have about what the 'perfect' body is all come from adverts. Advertising also has a great influence on what is considered fashionable, whether it's clothing, gadgets or popular culture.

Another demonstration of 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 non-essential products wouldn't sell.

SMART TIP: understanding what the writing task involves

After reading the writing task, think about what type of composition you have to write. Is it an opinion essay or a 'for and against' essay? If it's an opinion essay, think of some examples to support your ideas. If it's a 'for and against' essay, make sure you give a balanced view before coming to a conclusion.