

PRUEBA (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 get worse and audiences will soon look for alternative forms of entertainment.

I COMPREHENSION (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 ...

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|--|
| (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.**
5. **Product placement did not change audience opinion of the last James Bond film.**
6. **Some critics think that audiences will continue to accept product placement.**

7. FIND IN THE TEXT: (0.5 points)

7.1 ONE SYNONYM FOR **'appliance'**. (noun)

7.2 ONE OPPOSITE FOR **'tiny'**. (adjective)

8. FIND IN THE TEXT: (0.5 points)

8.1 ONE WORD MEANING **'very commercially successful'**.

8.2 ONE WORD MEANING **'the series of events that form the story of a film, novel, etc.'**

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.'

10. GIVE A QUESTION FOR THE FOLLOWING ANSWER.

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

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.'**

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

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.'**

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

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

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.'

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?