

**PROBA: A LICENCE TO SELL**

**ANSWER KEY – including SMART TIPS**

- 1. Write a summary of the text in English, including the most important points, using your own words whenever possible. (approximately 50 words; 1 point)**

*Suggested answer (many correct answers possible): Product placement means advertising products by using them in a film. People used to have video recorders and fast-forward over the adverts. Advertisers have now found another way to advertise products. Critics say that product placement detracts from the storyline of the film and that the public will get bored.*

- 2. Indicate whether the following statements are true or false (T / F), according to the text, and copy that part (and ONLY that part) of the text which justifies your answer. (1 point, 0.25 points each)**

- i) 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)*
- ii) TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.  
*True. '... advertisers receive scripts and then look for products that fit “naturally” with the story.'*
- iii) 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)*
- iv) 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)*

- 3. Find words or phrases in the text that correspond in meaning to the following. (1 point: 0.25 points each)**

- i) a technique used to promote consumer goods  
*product placement (line 1)*
- ii) the written text for a play, film or advertisement  
*scripts (line 6)*
- iii) an official permit which allows you to do something  
*licence (line 10)*
- iv) the main events in a story or film  
*plot (line 15)*

**4. Pronunciation (1 point, 0.25 points each)**

Write down four words from the text with the same single vowel sound as the word *ship* /ɪ/.  
If the word you find has more than one syllable, underline the syllable containing the target sound.  
(any four of the following) *think, little, live, in, Pick, Isn't*

**5. Complete the second sentence of each pair so that it has the same meaning as the first one.  
(1.5 points: 0.5 points each)**

- i) The advertiser read the script and then looked for products to fit.  
Before looking for *products to fit*, *the advertiser had read the script*.
- ii) Companies paid \$45 million for their products to appear, because it was a Bond film.  
If it hadn't *been a Bond film*, *companies wouldn't have paid \$45 million for their products to appear*.
- iii) Companies now use films as a way to market their products.  
In order to *market their products*, *companies now use films*.

**6. Does advertising influence people? (approximately 120 words; 3 points)**

**Suggested answer:**

*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 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 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 ...*