

PRUEBA: A LICENCE TO SELL

ANSWER KEY – including SMART TIPS

1. Are the following statements TRUE or FALSE? Copy the evidence from the text. No marks are given for only TRUE or FALSE. (2 points)
 - a. 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.'
 - b. 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.'

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.

2. In your own words and based on the ideas in the text, answer the following questions. Do not copy from the text. (2 points)
 - a. What does product placement do to a lot of films and TV programmes?
Suggested answer: It turns them into non-stop commercials.
 - b. 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.

3. Find the words or phrases in the text that mean: (1 point)
 - a. commercial (paragraph 1) *advertisement*
 - b. story (paragraph 3) *plot*
 - c. appliance (paragraph 3) *device*
 - d. screenplay (paragraph 2) *script*

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' is a synonym for 'story'.

4. Complete the following sentences. Use the appropriate form of the word in brackets when given. (2 points: 0.5 points each)

- I tried *to buy* (buy) an ipod for my friend but the last one *had sold* (sell).
- This book *was written* (write) by a very famous Italian author who *was born* (born) in Naples.
- I spent so long *thinking* (think) about the weekend, that I forgot *to call* (call) my mother.

Complete the following sentence to report what was said.

- 'This steak has been cooked for far too long!'
He complained *that the steak had been cooked for far too long.*

5. Write about 150–200 words on the following topic. (3 points)

Does advertising influence people?

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 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.

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 ...*