

PRUEBA/PROVA: A LICENCE TO SELL

EXAM and ANSWERS including SMART TIPS

A licence to sell

- 1 Modern films and TV shows often feel like long advertisements thanks to product placement. This
- 2 advertising technique involves using a product in a film or TV programme as if it were part of the story.
- 3 Product placement owes its success to the invention of the video recorder, as owners fast-forwarded
- 4 when adverts appeared in the middle of recorded programmes. Video recorders were a problem for
- 5 advertisers; product placement was the solution.
- 6 Today, advertisers receive scripts from producers and then look for products that fit 'naturally' with
- 7 the story. For example, a studio making a film about a teenager at university might ask for clothes, a
- 8 laptop computer and a mobile phone for her. The camera could easily focus on all of these objects
- 9 without greatly damaging the story. The problems begin when nobody worries about the story.
- 10 Ian Fleming, who wrote the James Bond novels, gave his hero a 'licence to kill'. Many people say the
- 11 Bond films have given him a new licence: a licence to sell. When Bond isn't using the latest mobile
- 12 phones, GPS devices or handheld tablets, he is driving sports cars and flying with airlines that have all
- 13 been placed in the films for enormous amounts of money. Companies paid \$45 million for their
- 14 products to appear in the last Bond film. Many Bond fans think there is too much product placement
- 15 and not enough plot.
- 16 It seems that product placement is here to stay. Nevertheless, many critics feel that if TV programmes
- 17 and films just become vehicles for advertising, audiences will soon look for alternative forms of
- 18 entertainment.

1. Say whether the following sentences are TRUE or FALSE according to the text. Copy the evidence from the text. No marks will be given without evidence. (1.5 points)

- a) TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.
True. Suggested answer: After they have read the scripts, advertisers select products that will fit in with the plot. (OR '... advertisers receive scripts and then look for products that fit "naturally" with the story.' – paragraph 2)
- b) Product placement contributes to increasing the film production costs.
False. Suggested answer: Companies pay studios millions of dollars to include their products in the latest films. (OR '... 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'. – paragraph 3)
- c) In the future, audiences might consider product placement a reason for finding different types of entertainment.
True. Suggested answer: the article says that if product placement increases then audiences might get bored or frustrated and look for other types of entertainment instead of films (paragraph 4).

2. ANSWER the questions below. COPY no more than 10 words and/or a number from the text to answer each question. (1.5 points)

a) What was the issue for advertisers when video recorder owners watched recorded programmes?

Owners fast-forwarded when adverts appeared.

b) What kind of product placement might be seen in a film about a teenager at university?

clothes, a laptop computer and a mobile phone.

c) How much did companies pay for their products to appear in the last Bond film?

Companies paid \$45 million.

3. WRITE a synonym (=), an opposite (≠), a definition or a sentence for each of the following words to show that you understand their meaning in the text. Use your own words. (1 point)

a) advertisement (line 1) c) problem (line 4)

b) success (line 3) d) solution (line 5)

Suggested answers:

a) = commercial; ≠ no suitable opposites; Definition: A sign or message used to sell a product ;

Sentence (example): There were lots of advertisements before the film started.

b) = accomplishment/achievement; ≠ failure; Definition: An accomplishment, the best possible result

Sentence (example): The author's new book has been a great success.

c) = issue/obstacle/complication; ≠ solution/benefit; Definition: A situation which is unwelcome or harmful; Sentence (example): Rising sea levels are a big problem for polar bears.

d) = answer; ≠ question/problem; Definition: A way to solve a problem; Sentence (example): We need to find a solution to the problem of gang crime.

4. Read this conversation between two people. Complete their conversation. Write the numbers (1–6) and each complete sentence on your exam paper. (1.5 points)

Shop assistant : Hello. (1) *Can I help* you?

Customer: I'm looking (2) *for some* jeans.

Shop assistant: We've got a selection of jeans over here. What style are (3) *you looking for*?

Customer: (4) *I'd like some* skinny jeans in black if you have them.

Shop assistant. We haven't (5) *got any* in black but we have some in grey. What size are you?

Customer: 40. I'd like (6) *to try* the ones in grey please.

Shop assistant: Here you are.

5. Read the following situations and WRITE what you would say in each one to show that you understand the context of the situation. Write between 10 and 25 words. (1.5 points)

a) You take something back to a shop. Explain why you want your money back.

Suggested answer: I bought this here but it is too big/small so I'd like to have my money back.

Suggested answer: I bought this here but it doesn't work/it has a defect and so I'd like my money back.

b) You are in a restaurant and you want to know the dish of the day. Ask the waiter.

Suggested answer: Could you tell me what the dish of the day is please?

c) A friend wants to go on holiday in Europe. Suggest some places to visit.

Suggested answer: Why don't you visit ... If I were you I'd visit...

d) The sky is blue and the temperature is warm. Predict what the weather will be like at the weekend.

Suggested answer: I think it will be sunny at the weekend because ...

6. Write a composition of about 120–150 words on the following topic. (3 points)

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

Suggested answer:

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: planning your essay

After reading the writing task, make some notes on the tenses, grammar and vocabulary that you think you will need. Use the question to help you. What tense is it written in? What topic does it ask you about specifically?