

## PRUEBA/PROVA: A LICENCE TO SELL

### EXAM

#### 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.
- b) Product placement contributes to increasing the film production costs.
- c) In the future, audiences might consider product placement a reason for finding different types of entertainment.

**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?
- b) What kind of product placement might be seen in a film about a teenager at university?
- c) How much did companies pay for their products to appear in the last Bond film?

**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)
- b) success (line 3)
- c) problem (line 4)
- d) solution (line 5)

**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) \_\_\_\_\_ you?

**Customer:** I'm looking (2) \_\_\_\_\_ jeans.

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

**Customer:** (4) \_\_\_\_\_ skinny jeans in black if you have them.

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

**Customer:** 40. I'd like (6) \_\_\_\_\_ 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.
- b) You are in a restaurant and you want to know the dish of the day. Ask the waiter.
- c) A friend wants to go on holiday in Europe. Suggest some places to visit.
- d) The sky is blue and the temperature is warm. Predict what the weather will be like at the weekend.

**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?