

PRUEBA

INSTRUCCIONES GENERALES Y VALORACIÓN

1. Lea todo el texto cuidadosamente.
2. Lea atentamente todas las preguntas de la prueba.
3. Proceda a responder en lengua inglesa a las preguntas en el papel de examen.

TIEMPO: 1 hora y 30 minutos.

CALIFICACIÓN: La puntuación máxima de la prueba es de 10 puntos.

A LICENCE TO SELL

Modern films and TV shows often feel like long advertisements thanks to product placement. This advertising technique involves using a product in a film or TV programme as if it were part of the story. Product placement owes its success to the invention of the video recorder, as owners fast-forwarded when adverts appeared in the middle of recorded programmes. Video recorders were a problem for advertisers; product placement was the solution.

Today, advertisers receive scripts from producers and then look for products that fit 'naturally' with the story. For example, a studio making a film about a teenager at university might ask for clothes, a laptop computer and a mobile phone for her. The camera could easily focus on all of these objects without greatly damaging the story. The problems begin when nobody worries about the story.

Ian Fleming, who wrote the James Bond novels, gave his hero a 'licence to kill'. Many people say the Bond films have given him a new licence: a licence to sell. When Bond isn't using the latest mobile phones, GPS devices or handheld tablets, he is driving sports cars and flying with airlines 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. Many Bond fans think there is too much product placement and not enough plot.

It seems that product placement is here to stay. Nevertheless, many critics feel that if TV programmes and films just become vehicles for advertising, audiences will soon look for alternative forms of entertainment.

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.
 - b. Product placement contributes to increasing the film production costs.
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?
 - b. What is a common complaint about product placement in James Bond films?

3. Find the words or phrases in the text that mean: (1 point: 0.25 points each)

- a. commercial (*paragraph 1*)
- b. story (*paragraph 3*)
- c. appliance (*paragraph 3*)
- d. screenplay (*paragraph 2*)

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

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

Complete the following sentence to report what was said.

- d. 'This steak has been cooked for far too long!'
He complained_____

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

Does advertising influence people?