

Answer Key: Licence to Sell

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer. (1,5 points)

1. Owners weren't keen on video recorders in the beginning.

Not given.

2. 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)

3. Ian Fleming's novels didn't sell well.

Not given.

4. 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)

5. In the future, audiences might consider product placement a reason for finding different types of entertainment.

True. Suggested answer: critics predict that people will become bored with seeing product placement grow and that they will look for alternative means of entertainment instead of films (paragraph 4)

6. Product placement has become a way of replacing the commercial break between programmes.

True. Suggested answer: The article says that video recorders were a problem for companies because people fast forwarded over the advertisements and so product placement has become a way to replace advertisements (paragraph 1).

1.2. Find a synonym for each of the following words. (1 point)

show = programme

answer = solution

search = look

hurting = damaging

permit = licence

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets. (1,5 points)

1. Advertisements on television frustrate people. (*by*)

People are frustrated by advertisements on television.

2. Companies started using product placement 10 years ago. (*been*)

Product placement has been used by companies for 10 years.

3. "What do you think about product placement?" she asked me. (*was asked*)

I was asked what I thought about product placement.

SMART TIP: reported speech

You may be asked to rewrite a sentence in reported speech in your exam. Remember to check the following: 1) correct use of the reporting verb; 2) correct tenses; 3) correct pronouns; 4) correct time and place expressions (if any). People often forget to change pronouns and time and place expressions when they write reported speech, so remember to use this checklist every time!

4. Product placement owes its success to the invention of the video recorder. (*wouldn't be*)

If it hadn't been for the video recorder, product placement wouldn't be a success.

5. "We'd better think about that TV script again," the marketing manager said. (*should*)

The marketing manager suggested (that) we should think about that TV script again.

6. The author wrote the James Bond novels many years ago. His name is Ian Fleming. (*whose*)

The author, whose name is Ian Fleming, wrote the James Bond novels many years ago.

2.2 Answer the following question about pronunciation (1 point)

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.

Think, little, live, in, Pick, isn't...

3. In this text, fill in the gaps with the most suitable option from the four options given for each gap. (2,5 points)

Mum: Leah? Is that you? Can you come in here for a minute, please? I want to discuss with you.

1. anything / *something* / nothing / everything

Leah: Sure. What's up, Mum? Why are you home from work so early? It's only four o'clock. Are you feeling okay? You aren't ill, are you?

Mum: No, no! I'm fine. There was a meeting at three and the manager said we go home after it finished, so here I am.

2. must / have to / are allowed to / *could*

Leah: That was nice of her. So, what did you want to talk to me about? What have I done now? Am I in trouble again?

Mum: Funny! You haven't done anything wrong. At least that I know of! No, I'm joking. I'm planning your brother's birthday party and I wanted your opinion on a few things.

Leah: Why are you planning his party? His birthday isn't for ages.

3. *already* / still / yet / always

Mum: Leah, three weeks is not 'ages'. I want to get it done now while I have a few minutes. You know how time gets away from you. So are you going to help me or not?

Leah: Sure. What have you got so far? Have you decided where to have the party? Are we having it here?

Mum: Well, we have two options that I can think of. We could either have it here and I'll cook, or we could take him and of his friends out to a restaurant. What do you think?

4. any / few / *some* / much

Leah: Hm, I think a restaurant is the idea of the two. Firstly, you wouldn't have all the bother and mess of cooking, and second, I think he'd prefer to go out. And I know exactly where we can take him.

5. *better* / good / least / best

Mum: Oh, brilliant, okay. Where? Are you thinking of that new place on the High Street? He went there last week and he said the food was great and the prices were very

6. logical / sensible / rational / *reasonable*

Leah: No, actually I was thinking about *Mamatsu*. Have you heard of it? It serves fusion food. A lot of my friends there and they said the food was delicious and the restaurant had a really good atmosphere.

7. had been / *have been* / was / were

Mum: You know, that might be a good idea. Your brother's friends are all vegetarians, so they'd have lots of choices there. I wonder if I would need to book a table. Does it get busy at the weekends?

Leah: Yes, I think it's become really popular, but you've got lots of time. The party is still three weeks away. I'm sure getting a table won't be a problem. To be on the safe, though, maybe you should call them now.

8. *side* / road / part / path

Mum: Yes, I think you're right. So, how many of us will there be?

Leah: Well, let's see. There'll be me, you and Dad. Joe, the birthday boy of course, and then let's say five of his friends? So, that's nine people total.

9. *in* / at / with / on

Mum: Great, I'll message them now and see if they've got a table for nine on the twenty-ninth. Thanks for your help, Leah! I'm glad we've got that all

10. repaired / fixed / *settled* / mended

4. Write a brief composition on the following: Does advertising influence people? (120 words, 2,5 points).

Suggested answer:

Advertising surrounds us wherever we go. It's in the media, on the internet, on hoardings in the street 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...*