

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

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.
2. TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.
3. Ian Fleming's novels didn't sell well.
4. Product placement contributes to increasing the film production costs.
5. In the future, audiences might consider product placement a reason for finding different types of entertainment.
6. Product placement has become a way of replacing the commercial break between programmes.

1.2. Find a synonym for each of the following words.

- | | | | | |
|---------|-----------|-----------|------------|-----------|
| 1. show | 2. answer | 3. search | 4. hurting | 5. permit |
|---------|-----------|-----------|------------|-----------|

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)
2. Companies started using product placement 10 years ago. (been)
3. "What do you think about product placement?" she asked me. (was asked)
4. Product placement owes its success to the invention of the video recorder. (wouldn't be)
5. "We'd better think about that TV script again," the marketing manager said. (should)
6. The author wrote the James Bond novels many years ago. His name is Ian Fleming. (whose)

2.2 Answer the following question about pronunciation:

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.

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).