

Cloze: Product Placement

Fill each gap with ONE word

If you saw the latest James Bond film, you must _____ (1) seen his new sports car in a number of key scenes. This is not, _____ (2), just because the car is important to the plot. It is a result of an agreement _____ (3) the car's manufacturers and the film studio, aimed at promoting the luxury model _____ (4) screen. And it works! _____ (5) a result of the film, sales of the car in the USA have _____ (6) up significantly.

This is an example of _____ (7) is called "product placement". In _____ (8) words, the products and logos that you see in films are there because of advertising deals. When Steven Spielberg _____ (9) the film *Minority Report*, he got back around 25 per cent of his budget through such deals. He _____ (10) thought to have received £3million simply for putting Tom Cruise in the driving seat of a particular car. For some products, _____ (11) as mobile phones and fast food, companies may compete with _____ (12) other to take part in the film, pushing the price up even further.

But if you are there just to enjoy the film, you _____ (13) rather not have advertisements in the way of the story. Fortunately, advertisers do realize that adverts _____ (14) annoy film-goers will do more harm than good, so there is probably a limit to how _____ (15) we will see.

Word-building: "Leaving a job"

Add prefixes or suffixes to the word on the right to complete the text.

I recently left my job in an _____ (1) agency after I had a _____ (2) with my boss. She accepted my resignation, but warned me that because of the _____ (3) situation, I might have to get used to the idea of being _____ (4) for a while. I thought that she was trying to make a point, but after fifty _____ (5) to other companies, I realized she was right. Although I am a _____ (6) designer, I didn't receive any offers of a job. After that, I tried working from home, but it was not very _____ (7). Later on I became an _____ (8) in a fast-food restaurant, though my earnings were _____ (9) low.

Now, I wish I had accepted early _____ (10) from my old job. That is what I disagreed with my boss about!

ADVERT
AGREE
ECONOMY
EMPLOY
APPLY
QUALIFY
PROFIT
EMPLOY
EXTREME
RETIRE