4 Read this advice before you do the exam task in 5.

EXAM ADVICE

- Use the time before the recording starts to read the questions carefully.
- Look at the words either side of the gap to predict what you might hear.
- Write down the actual words that you hear – don't waste time trying to rephrase the information.
- Don't include extra information – you only need to write one, two or three words at most.
- Don't panic if you miss a question at the first listening – listen out for the answer at the second listening.
- Always write something, even if you're not sure that it's the correct answer.
- At the end of the test, write your answers clearly in capital letters on the answer sheet.
- Check your spelling – although minor errors are accepted, you may lose marks for incorrect spelling.

5 1 15 You will hear part of a talk about advertising jingles. For questions 1–10, complete the sentences with a word or short phrase.

THE COMMERCIAL JINGLE

One example of the contents of a basic jingle is a (1) ..... .

The first modern jingle in 1926 advertised a (2) ..... .

The rules on radio advertising in the 1930s forbade the use of (3) ..... of goods during peak listening periods.

The programme about a family began with a jingle for a (4) ..... , which was the first of its kind in the USA.

In the 1950s, jingles were often created by (5) ..... .

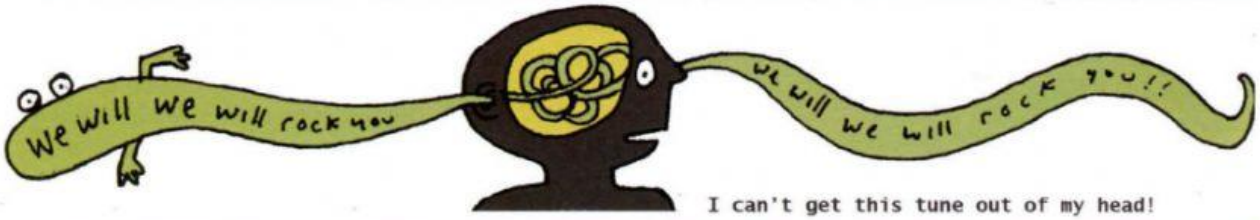
When the jingle became less popular, advertisers started to use (6) ..... .

From the late 1980s, commercials have had to reflect a complete (7) ..... .

Payments from advertisers have covered earnings lost due to (8) ..... of music.

According to some psychologists, music that has a (9) ..... to the listener is easier to remember.

An 'ear worm' is up to (10) ..... long.



I can't get this tune out of my head!

LIVEWORKSHEETS