

An international film magazine wants readers around the world to contribute a review to a special edition entitled *The Art of Advertising: Selling Products through Film*. You decide to write a review of a particularly memorable advertisement. In your review, you should evaluate the visual impact of the advertisement, outline its other features, and assess how much influence such advertisements have on us.

It is true that advertising has become an art form _____ its own right. Nowadays, some of the very best film directors are employed to produce a visually impressive fifty or sixty seconds of footage that we will remember and associate ever afterwards _____ the product being sold. My own favourite is a recent Guinness advert, which lives _____ to the high standards set by earlier adverts for this dark beer from Ireland.

The product becomes part of a visual extravaganza, set somewhere in South America or the Caribbean. _____ the outset, you are unsure what you are witnessing. Tension is in the air and you realise that a race is about to start – incredibly, a snails' race! Each snail lines up in its own lane, with a number on its shell, and bets are _____ on which one will be the winner. Snails being what they are, the race gets off to a slow start, but then, one snail finds its way into an almost-empty glass of Guinness, takes in the necessary sustenance and streaks home, to the wild cheers of the crowd.

One striking image follows another and special effects are judiciously used to accentuate the snail's speed. The film is _____ shot from unusual angles – a snail's eye view, you might say, where human faces become slightly distorted and more unusual. At the end, we are almost participants in the vibrant celebration, which is fuelled _____ Guinness and exudes only good humour and love of life. Characteristically of a Guinness advert, loud music alternates with silence, busy scenes with stillness. There is no need _____ a voice-over, which would only labour the point. The overwhelming impression created is that you are watching something utterly unique, a message that you will then associate with the product _____.

In general, I believe adverts have a huge effect on our lifestyle and aspirations. If they _____ not, far less money would be spent on them.

(324 words)