

- 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)

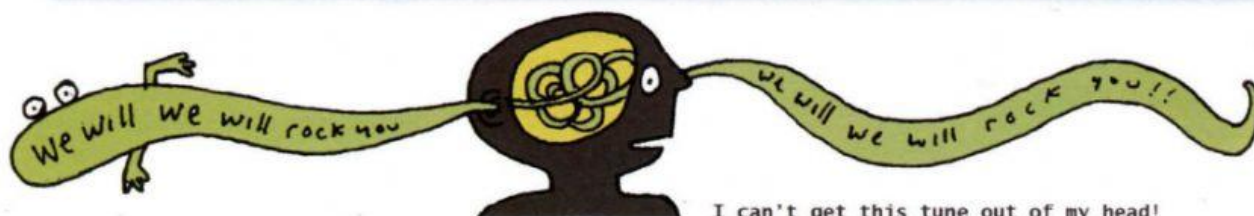
When the jingle became less popular, advertisers started to use (6)

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!