

Listening

8 9 You will hear three texts. Choose the correct answers.

Text 1

- 1 Why did advertisers rarely use actual pop songs in commercials before the 1970s?
 - A They didn't realise consumers made a connection between songs they liked and products they wanted to buy.
 - B Using an original pop recording was beyond the budget of advertising companies.
 - C Artists refused to allow them to change the words of their songs in order to sell their products.
- 2 In the last thirty years, how has the attitude of pop stars changed towards the use of their songs in commercials?
 - A Today, pop stars expect to be paid a lot more money if advertisers use one of their songs.
 - B Nowadays, pop stars know that commercials can help improve sales of their songs.
 - C These days, pop stars no longer have to sign music licensing agreements with advertisers.

Text 2

- 3 According to the expert, how are TV commercials different from fifty years ago?
 - A They no longer appeal to a broad range of viewers.
 - B They are technologically a lot more sophisticated.
 - C They have to do more than just sell.
- 4 Which of the following does the presenter express?
 - A a realisation that the expert's argument is a good one
 - B disagreement with the expert's main point
 - C a demand for a clearer explanation

Text 3

- 5 What is the speaker asking you to buy?
 - A a talk by a well-known advertising executive
 - B a film about the life of a famous advertising executive
 - C a book by a successful advertising executive