

For questions 1-8, read the text below. Use the word given in capitals after the gap to form a word that fits in the gap. There is an example at the beginning (0).

Travel posters

Travel posters were an important form of advertising in the first part of the (0) **twentieth** **TWENTY** century. The classic travel poster was designed to make people believe that they could (1) **JOY** a more luxurious lifestyle. They aimed to tempt people away from their ordinary working lives by presenting them with images of (2) **RELAX** and glamour.

As travel became less (3) **SPEND**, posters were produced to advertise railways, cruise liners, motoring and airlines, as well as individual tourist destinations. The golden age of posters, however, was the period from 1910-1950, before television made other ways of advertising more (4) **EFFECT**.

The value of a poster is often linked to the (5) **ART** who created the original. Some of the leading poster designers, influenced by (6) **MOVE** such as cubism and surrealism, created their own style and use of colours, which is (7) **INSTANT** recognisable. Posters designed by these people are often the most striking and can command (8) **SURPRISE** high prices.