

Use the word given in capitals to form a word that fits the gap.

TRAVEL POSTERS



Travel posters were an important form of advertising in the first part of the (1) _____ [TWENTY] century. The classic travel poster was designed to make people believe that they could (2) _____ [JOY] a more luxurious lifestyle. They aimed to tempt people away from their ordinary (3) _____ [WORK] lives by presenting them with images of (4) _____ [RELAX] and glamour.

As travel became less (5) _____ [SPEND], posters were produced to advertise railways, cruise liners, motoring and airlines, as well as individual (6) _____ [TOUR] destinations. The (7) _____ [GOLD] age of posters, however, was the period from 1910-1950, before television made other ways of advertising more (8) _____ [EFFECT].

The value of a poster is often linked to the (9) _____ [ART] who created the (10) _____ [ORIGIN]. Some of the leading poster (11) _____ [DESIGN], influenced by (12) _____ [MOVE] such as cubism and surrealism, created their own style and use of colours, which is (13) _____ [INSTANT] recognisable. Posters designed by these people are often the most striking and command (14) _____ [SURPRISE] high prices.

Source: FCE Practice Tests Plus 2