

For questions 9 – 16, read the text below and think of the word which best fits each gap. Use only **one** word in each gap. There is an example at the beginning (0).

In the exam, you write your answers **IN CAPITAL LETTERS** on a separate answer sheet.

Example:

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The written word and the camera

Film isn't just about moving images and spoken language – the written word can also have a strong impact (0) the big screen. In the first silent comedies and dramas, words emblazoned on a black screen helped audiences to understand (9) they were seeing. Words spelled (10) what the characters were saying, and connected the different scenes. For example, in between a scene showing our hero rushing to save his beloved and (11) of her being tied to the train tracks, the word 'Meanwhile' (12) invariably appear on the screen.

(13) the introduction of sound made most of this wording redundant, the written word did not disappear from film. (14) with the music, the design of the written title and opening credits helped to set the scene and establish the mood of the film. Film posters picked (15) on this design feature, and became just as important as the artwork in attracting the right kind of audience to the film. A simple sheet of paper was turned (16) an emotional experience equal to the film itself, with the lettering also playing a key role.