FCE READING PART 2

You are going to read an article about the world of advertising. Seven sentences have been removed from the article. Choose from the sentences **A-H** the one which fits each gap (9-15) . There is one extra sentence which you do not need to use.

The perfect world

We take a look at some of the 'tricks of the trade' employed by the world of advertising in the battle for our hearts, our minds and, most importantly, our cash.

A few years ago, a company called Space Marketing came up with a plan to send a mile-long advertisement into space. Using light reflected from the sun, it would beam out a message as large as the moon that could be seen by every single person on the planet as it orbited the Earth. Needless to say, this would have been one advert that couldn't have been thrown out with the junk mail or switched off by remote control. **1** ___ Advertising standards agencies eventually decided not to allow Space Marketing to go ahead with their plans and they were forced to abandon them, but not before several major companies had made serious enquiries about launching their logos into space.

Space may indeed be the final frontier for advertisers, because on Earth we are already surrounded by advertising wherever we are and whatever we are doing. **2** ___ There are the promises of health and vitality on the cereal packet we ate from this morning, for example, and the ad that we saw on the side of the bus we caught to work. And what about the logos we see on the clothing of the people we walk past in the streets?

Most of the time, we are probably not even aware of these less obvious advertising tactics, but that doesn't mean that they aren't effective. **3** ___ You are in a packed cinema, watching the latest Hollywood blockbuster. There are adverts before the film, there may even be adverts during a break in the film, but are there any during the film? Well, look carefully at the make of car your favourite actor is driving. And what about his watch? Can you see what brand it is? Chances are, you can, and the company that owns the brand is likely to have paid thousands for it to appear in the film. Whilst products are most often 'placed' in this way in movies and TV series, they also sometimes appear in music videos, video games, plays and even books. **4** ___ You may not realise you are being influenced by a technique that sounds so simple, but advertisers consider product placement to be a highly effective form of advertising.

After all, they would not be willing to spend as much money as they do on it if they didn't truly believe it worked. In fact, associating products with cool, exciting lives seems to be one of the most common forms of advertising. **5** ___ And let's not forget the power of pure entertainment! **6** ___ If the consumers are looking forward to the next 'episode' of an ad, once again the product has become associated with something 'cool' and is therefore likely to see a

LIVEWORKSHEETS

considerable rise in popularity. So, whether Space Marketing eventually succeeds in launching ads into space or not is perhaps a less important issue than it might seem. **7** ___ Our everyday lives are already strongly influenced by advertising, whether we realize it or not.

A The hope is to convince people to believe that if they can have the products, then they can have the cool, happy lifestyles of their heroes, too.

B Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

C However, this is a truly inescapable form of advertising.

D Nowadays, many TV adverts have become more like soap operas with a series of humorous adventures complete with their own c

ast.

E To a certain extent, this would not change a thing.

F To advertising executives and agencies, it would have been 'a dream come true'.

G Take 'product placement', for example.

H Some advertising companies even employ 'cool hunters' or marketing professionals to find out for them exactly what young people find cool.

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ANSWERS

1 F
2 B
3 G
4 A
5 H
6 D

7 E

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