

Part 3

For questions 17–24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. 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) century. The classic travel poster was designed to make people believe that they could (17) a more luxurious lifestyle. They aimed to tempt people away from their ordinary working lives by presenting them with images of (18) and glamour.

TWENTY

JOY

RELAX

As travel became less (19) , 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 (20)

SPEND

EFFECT

The value of a poster is often linked to the (21) who created the original. Some of the leading poster designers, influenced by (22) such as cubism and surrealism, created their own style and use of colours, which is (23) recognisable. Posters designed by these people are often the most striking and can command (24) high prices.

ART

MOVE

INSTANT

SURPRISE

0.twentieth

19. _____

22. _____

17. _____

20. _____

23. _____

18. _____

21. _____

24. _____