Test 2 Reading and Use of English Part 6

Test 2

Part 6

You are going to read a newspaper article about the Hollywood sign in the United States of America. Six sentences have been removed from the article. Choose from the sentences **A–H** the one which fits each gap (**37–42**). There is one extra sentence which you do not need to use.

Mark your answers **on the separate answer sheet.**

The sign on a hill



At the top of a hill called Mount Lee in Los Angeles on the west coast of the USA is a very famous sign, recognisable to people around the world. My job is to look after this sign. It says *Hollywood* and that's of course the place where films have been made for over a hundred years. The first film was made there in 1907 and by 1912, at least 15 independent studios could be found making films around town.

The film industry continued to grow and the name Hollywood, which by the 1920s represented not just a city but also an industry and a lifestyle, was made official when the 'Hollywoodland' sign was erected in 1923. It was only supposed to last about a year. **37** [ ] But it wasn't always. It started out as a massive billboard advertising an upscale suburban development called Hollywoodland.

In the 1940s, TV started to become popular and some Hollywood film studios closed, but then TV companies moved in and took them over. At this point, the city of Los Angeles decided to renovate the sign. The letters spelling 'land' were removed and the rest was repaired. Modern Hollywood was born. The letters in the sign weren't straight and still aren't. **38** [ ] They follow the shape of Mount Lee and this is part of their fame.

I am responsible for maintaining and protecting the sign. **39** [ ] When I first arrived in 1989, security was pretty low-tech – we put up a fence around the sign to stop trespassers messing with it. But people just jumped over the fence. The back of the sign was black with graffiti – there was barbed wire across it, but they still got through. So I decided to improve the effectiveness of the security.

Now we have motion-detectors and cameras. Everything goes via the internet to a dedicated surveillance team watching various structures around the city. **40** [ ] But they can get a closer look on one of my regular tours.

It's also important to protect the sign's image as it's used in loads of adverts and news pieces. There's a simple rule about how the sign can be used. **41** [ ] However, it mostly comes down to the look. To take a different example, if you used 'Hollywood' in the name of your company it would depend what the word looked like, whether it was just spelled out or whether the image of the sign itself was used.

People call up with the most ridiculous ideas. They want to light the sign, paint it pink, or cover it in something to promote their product. You'll get a really enthusiastic marketing executive call up, terribly excited because they think they're the first person to think of this or that idea. **42** [ ] That's because we don't like to change the image and we hope it will have the same significance for generations to come.

LIVEWORKSHEETS

A. Even so, people still try to climb over the barrier, mostly innocent tourists surprised that you can't walk right up to the sign.
B. They mostly get turned down.
C. If one of them ever fell down I would have to put it back up at exactly the same angle.
D. We used to have real problems.
E. Things have changed a lot since then.
F. It's still there, of course, and is a symbol of the entertainment world.
G. If the purpose is commercial – to promote something – payment has to be made.



LIVEWORKSHEETS