

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