

SECTION A: Reading Comprehension

Read the text and decide if the sentences are true or false. Circle T (true) or F (false).

The influencers

Imagine this: you are in a café when you hear a teenage boy talking about a new computer game. He's explaining its amazing features to a girl and the girl wants to know where she can buy it. Nothing unusual, you might say, until after fifteen minutes, the boy and girl move to another café and have an identical conversation. Welcome to the world of stealth marketing. You may say you haven't met a stealth marketer yet, but that's the point. The chances are that you have.

Stealth or 'word of mouth' marketing isn't like normal advertising. We can recognize adverts on billboards or in glossy magazines, but it's difficult to spot stealth marketing - it just tricks us. Studies have shown that people are more likely to trust a person on the street, who they think is giving free advice, rather than an advert. In fact, in a recent poll of teenagers, only 5% believed adverts, compared with 52% who trusted their peers.

More than \$500 billion a year is spent on advertising worldwide, but compared with conventional advertising campaigns, stealth marketing is cheap and effective. So how does it work? Well, let's say company X wants to launch a new product for teens. They need their product to look 'cool' and interesting, so they decide to pay young people to talk about it. These young marketers then persuade their peers to buy the cool new product. Seventeen-year-old Tanya Fulham is one of them.

Tanya Fulham is beautiful, sporty and clever. She's interested in fashion, loves shopping, and listens to the latest pop music. She has more than 150 friends on her social media page and she often influences their choices and opinions. She's the latest recruit of an undercover marketing agency. People like Tanya promote brands in blogs and on social media websites. 'Products which are fashionable or have a strong brand image are easy to sell,' explains Tanya. 'I can usually get people to buy everything from make-up to luxury goods, like designer jeans.' Other teen marketers upload videos of themselves, which describe recent shopping trips and display their 'hauls'. They show people how a product works or what it looks like up close.

'It's great getting free samples of cool, new products that my friends haven't heard about,' adds Tanya. 'It makes me feel important because I have insider knowledge.' But do her friends know that she is paid to promote them? 'No, they don't,' she admits. 'But I don't think it's dishonest. If I find something I like, I talk about it. It doesn't make any difference whether I'm paid or not.'

Perhaps Tanya is right. Lots of people tell others about the new book they're reading, a new place they've discovered or a cool gadget they've just bought. We're also a 24/7 generation and see more than 3,000 ads a day, so what difference does it make? However, other people are worried. 'You think a person is being helpful, says retail psychologist David Green, 'but that's very different from someone telling us something because they are getting paid for it. You don't know who to trust or who to listen to anymore.' We have already met the stealth marketers and they are just like us.

Adapted from Insight Intermediate (Oxford)

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|---|---|---|
| 1. The boy and the girl in the café must have been stealth marketers. | T | F |
| 2. You can identify cases of stealth marketing easily in the street. | T | F |
| 3. Companies all over the world spend at least \$500 billion on stealth marketing. | T | F |
| 4. Tanya gets paid to encourage her followers on social media to buy specific products. | T | F |
| 5. The writer believes that what Tanya does is absolutely unethical. | T | F |

SECTION B: Listening

Listen to five people talking about their wedding days. What does each person say about their wedding?

- A There were problems because they hadn't planned it well enough.
- B They are not happy with the wedding photos.
- C They invited the right number of guests.
- D The bridesmaids were very important.
- E They slightly regret their choice of venue.
- F They didn't need to spend money on one aspect.

Speaker 1

Speaker 2

Speaker 3

Speaker 4

Speaker 5

SECTION C: Grammar

Complete the sentences using reported speech.

Example: 'My children are both in their teens.'

Juliette said *her children were both in their teens*.

1 'How long has Christian been living here?'

Antonia asked _____.

2 'Don't worry if you have forgotten some of our names.'

They told me _____.

3 'I'm visiting my grandmother tomorrow.'

Adam said _____.

4 'Have you learnt your password by heart?'

He asked me _____.

5 'Diego has been to the USA before but I haven't.'

Fabiana said _____.

Rewrite each active sentence into its passive form so that it means the same as the original, starting with the words provided.

1. The company delivers thousands of packages every day.

Transformation: Thousands of packages

_____.

2. Alexander Fleming discovered penicillin in 1928.

Transformation: Penicillin

_____.

3. The manager will notify the team about the changes tomorrow.

Transformation: The team

_____.

4. Mechanics are repairing my car at the moment.

Transformation: My car

_____.

5. The chef was preparing the main course when the fire alarm rang.

Transformation: The main course

_____.

6. Someone has already stolen my bicycle from the yard.

Transformation: My bicycle

7. You must submit the application before Friday.

Transformation: The application
