

1. Read the text "No Recipe for a Star". Decide if the sentences below are true or false.

Now and again an artist or a group appears on the market, and suddenly everyone is talking about the way record companies make stars, but it seldom really happens that way. At least, that is the opinion of Michael Dowson, 40, a record company manager with over 15 years of experience. "People imagine that nowadays you can just put all the facts into a computer and it tells you exactly what a star should be like. But it's not that easy. Stars don't come out of a hit factory." Record companies are in the business of marketing a product. But their products are the artists, and marketing strategies that work when selling coffee are not effective on the record market. People are not buying a brand name but the performers and the records. How do the record companies promote their products? The first step is letting the public know that a record exists. Radio and TV are the most important areas here – appearances on music programmes help sales, but even they are no guarantee of success. So record companies send all new records to the radio stations and the radio DJs. They also have representatives who call on the stations and say, "Look, this is a great new record. You should listen to it." Nowadays, TV stations use a lot of videos in their music programmes. The problem for record companies is that these are so expensive. For world famous stars, a company will pay around \$ 200,000 for a good video – but most performers are not that famous, and there is no point in making a video that costs more than the record will make. That is not the whole story, though. Music is like fashion, and fashions change from season to season, from year to year. Artists not only have to produce good music, but the right music at the right time. Exactly what is going to be "in" and when, is almost impossible to say. The final problem is persuading record dealers to buy a record. The dealers cannot afford to buy all the new records on the market, so other factors help. The representatives may say, "This performer is going to be on TV and radio 4 times in the next 6 weeks," or, "this record is No. 10 in the United States." Then the dealer will perhaps buy the record. It is a long and difficult road from the first demonstration record sent to a record company to a hit record. The record company manager says, "A lot of money may be able to guarantee the production of a successful car or stereo system, but there is no recipe for success in the record business. If I did know exactly what makes a hit, I'd be a multimillionaire today." T F NM 0. Names of new artists and groups appear on the market quite often.

- 1. Lots of people believe that record companies make stars.**
- 2. Michael Dowson has always produced big stars.**
- 3. Marketing a star is the same as marketing any other product.**
- 4. Radio and TV are the best ways to start promoting a record.**
- 5. A record often heard on the radio is certain to be a hit.**

6. Record companies try to influence radio disc jockeys and TV producers.
7. Videos often cost too much for record companies to make.
8. Fashions in music play a big part in an artist's success.
9. The record companies are not interested in the record dealers.
10. People with the right experience in the record business can make any.

2. Complete the gaps in the text "Shopping in London" with ONE suitable word.

When I _____ to London one of my favourite things to do is shopping! I _____ enjoy hunting around for a bargain in the sales or buying something new to wear out _____ a Saturday night. There are _____ different places to go shopping in London. If you're looking for expensive and famous shops, you can go to Oxford Street, but keep in mind, it gets too busy sometimes; it can _____ difficult to go anywhere! For a less crowded, more relaxing shopping experience, go to Covent Garden, you can have a delicious cappuccino, and watch some street theatre at the same time. Some people like shopping in department stores, the _____ famous one in London is 'Harrods' in Knightsbridge, but for me, it's not modern enough, and too expensive. Just down the road is 'Harvey Nics', however, the best of all big department stores is 'Selfridges' in Oxford Street, it _____ a shoppers' paradise. If you're not into spending money, a bit of window-shopping can be good for you – it _____ cost a penny. Sometimes I'll spend hours just wandering around a market having a chat with my friends.

3. Choose the best word to fill the gap in the text "A big night".

It can be difficult to go to the cinema in London, because there are too many films and cinemas to pick from! There's lots of information telling you what's _____ if you look on the Internet or in Time Out magazine. But still, seeing a film can be _____ expensive night out in the centre of town! Films on a budget The cheapest cinema in Leicester Square is 'The Prince Charles'. This cinema often shows films _____ weeks later than some of the others, so if you don't mind being a bit behind the times and want to save some money, this could be the place for you. If you become a member (£5 per year) you can see films from _____ little as £1.50! Arty There are other smaller art-house cinemas in town. 'Metro Cinema' _____ in Soho shows a wide variety of movies but tends not to show more mainstream films. These films are made by independent filmmakers and _____ aimed at mass audiences. _____ art-house cinema is the 'Curzon Soho'; Time Out readers recently _____ this as London's number one cinema. See the films first Every year London has _____ own film festival in November, you can see lots of premiers, listen to directors discussing the film and maybe see some stars too! It shows all kinds of films and many big name film-makers _____ it. There is also the Alternative film festival, which _____ in April. You usually need to book tickets well in advance. As you can see, going to the cinema in London _____ a lot of thinking about, maybe you want to see a famous star, or perhaps a film by your favourite director, or just sit, eat popcorn and enjoy the latest Hollywood action movie. If you take time to look, there's something for everyone.

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| 1. A in | B on | C at | D for |
| 2. A more | B a | C an | D the |
| 3. A few | B a few | C lots | D a lot |
| 4. A as | B such | C so | D too |
| 5. A is located | B locate | C located | D location |
| 6. A is not | B has not | C have not | D are not |
| 7. A other | B the other | C another | D others |
| 8. A voted | B were voting | C had voted | D votes |
| 9. A it's | B their | C his | D its |
| 10. A had visited | B have visited | C are visited | D has visited |
| 11. A goes | B lasts | C runs | D takes |
| 12. A gives | B requires | C does | D necessary |