

Integrated Skills in English III

Time allowed: 2 hours

This exam paper has four tasks. Complete all tasks.

Task 1 – Long reading

Read the following text about the development of advertising and answer the 15 questions on page 3.

Paragraph 1

It could be said that as long as there has been man, there has been some form of promotion. Signs of this promotion have been found in the ruins of ancient cities such as Pompeii and Rome, yet the very first 'advertisement' that we could reconcile with the contemporary definition of advertising can be traced back to England in 1472. This was actually a book sale announcement in the form of a sheet of paper stuck on to a shop door. There was no glitz, glamour, exciting colours or strategised targeting, rather a black and white written notice. Advertising was relatively low key for the next four hundred years, until suddenly colour and lights burst onto the scene in the 20th century when in 1917 the first electric advertisements were used in Times Square, New York and since then, advertising has continued to grow and develop at a dizzying speed.

Paragraph 2

While the look and feel of advertising has changed along with the styles of the day, it has really evolved in a much more fundamental way. The ideology of advertising is where the transformation truly lies. Early advertisements were mainly concerned with giving information about products. Often the adverts of today however, are about engaging and identifying with a brand rather than selling a specific product. Now, and particularly since the growth of the internet, adverts are targeted, personalised, and appealing to the conscious and subconscious wants and desires of a particular demographic. The question we need to answer is: how did this occur?

Paragraph 3

The adverts of the 1700s were largely informational pieces, but even though these early adverts had little design or colour about them, we can see the first seeds of marketing language within them. A perfect example of this takes the form of enlistment adverts for the US army in the 1770s. Here we can see the first persuasive advertisements, created by governments, which didn't just give information on how to sign up, but also appealed to young men in particular and their sense of patriotism and desire to protect their land. These adverts relied on persuasive language specifically to promote and sell products and ideals.

Paragraph 4

Over the next 150 years, these techniques developed and advertising agencies formed to attract audiences for their clients' products. At the start of the 20th century celebrities began to be used to promote products. Even more importantly, the form of advertising changed at this time too, as adverts moved away from print and on to road-side billboards. This was due to the mass-market production of cars. This change was more than just a transformation in location. This is the point where adverts moved from words to pictures, where 'eye-catching' overtook 'informative'. Giant roadside billboards meant that consumers could not avoid seeing advertisements. Thirty years later, during what was known as the 'Golden Age of Advertising', the start of mass ownership of televisions gave advertisers even greater access to consumers.

Paragraph 5

Such techniques are still in use today, and television is still a key advertising medium to seduce the general public. However, today the internet is beginning to rival television as the new advertising giant. The internet was the first to respond to an increasingly disinterested audience who were becoming used to the traditional approach of adverts. In this new online format, the advertiser's job was to engage their audience through techniques such as personalisation and relevance. Have you ever noticed when you're browsing online that adverts appear displaying the very items you've been looking at? The information the internet holds for advertisers is huge, and this is how they can now select the advert that is pertinent to your wants and needs. In the earlier days of advertising, this would be considered too invasive, but now this is not only an advertising standard, but an advertising necessity.

Questions 1-5 (one mark per question)

The text on page 2 has five paragraphs (1-5). Choose the best title for each paragraph from A-F below and write the letter (A-F) on the lines below. There is one more title than you need.

- 1. Paragraph 1
- 2. Paragraph 2
- 3. Paragraph 3
- 4. Paragraph 4
- 5. Paragraph 5

- A The power of words
- B Appealing to the individual
- C The birth of advertising
- D The impact of television
- E A deep-rooted shift in advertising culture
- F The first captive audiences

Questions 6-10 (one mark per question)

Choose the five statements from A-H below that are TRUE according to the information given in the text on page 2. Write the letters of the TRUE statements on the lines below (in any order).

- 6.
- 7.
- 8.
- 9.
- 10.

- A There were informational and emotive adverts in the 1700s.
- B The internet is now the main medium for advertising.
- C Celebrity endorsements began with the rise of television advertising.
- D Billboards in Times Square caused the growth of advertising.
- E Views have changed over tracking a person's buying preferences.
- F The appearance of advertisements is not the key change in their evolution.
- G Images took a new significance in the early 1900s.
- H The very first advertisement took the form of a poster.

Questions 11-15 (one mark per question)

Complete sentences 11-15 with a word, phrase or number from the text (maximum three words). Write the word, phrase or number on the lines below.

- 11. 1472 is seen as the first time an advert has matched our of advertising.
- 12. Identifying with a brand is now more important than sales.
- 13. Large scale changed the format of advertising away from the written word.
- 14. When the internet started, the public had become in traditional advertising.
- 15. The browsing data of the internet helps target adverts to a consumer's