

Questions 27 – 29

Do the following statements agree with the information given in the text?

In boxes **27 – 29** on your answer sheet write:

- TRUE** if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

- 27** One civilisation felt that music could help create stability with school children.
28 Music was not used in US radio advertising until the 1930's.
29 Complaints were made about the Ford Company's manipulative use of music in their advertising.

Questions 30 – 36

Complete the table below.

Write **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes **30 - 36** on your answer sheet.

Music's Roles in Advertising	
Entertainment	* Music can increase an advertisement's (30) _____ – it makes it more attractive and therefore engaging. * Music can prevent the advertisement becoming an unwelcome (31) _____.
Structure	* Music can merge various media images or episodes. * Music can create a continuous setting. * Music can emphasise (32) _____.
Recall	* Music can increase a product's (33) _____. * Music can remain in a subject's memory, even when the target subject is (34) _____.
Lyrical Beauty	* Music can make a spoken message's conveyance sound more meaningful and less silly than if it were spoken.
Credibility	* This is often done in advertising by establishing authority using experts or (35) _____. * (36) _____, however, become accustomed and resist this. * Music can create authority in different ways.