

**READING PASSAGE 3**

You should spend about 20 minutes on **Questions 27 - 40**, which are based on Reading Passage 3 below.

**The Power of Music**

Of the estimated sixty billion broadcast advertising hours encountered by North Americans each year, approximately three-quarters employ music in some manner.

Since the Ancient Greeks, music has been recognised as a powerful emotional force. They believed that music was such a powerful force that it could stir men into bravery on the battlefields or it could impose moral order and civilising harmony on unruly pupils. The rhythms and melodies of music can help words to stick in the brain much more effectively than if those words were delivered as speech alone, and music can also convey a particular mood.

By the twentieth century, music's emotional force was irresistible to advertisers, who wanted to influence their audiences into buying their products. Mass advertising using soundtracks began in the 1920's and 1930's with commercial radio in the United States, and, by the 1950's, most radio advertisements included an advertising jingle, which would help promote the products.

Music has also been central to television advertising since the 1950's, particularly because music can convey an emotional or subliminal message. A recently-published book describes how music was used in a TV commercial to sell Ford cars in 1959. Ford wanted to sell a particular car as an economy model, and they wanted to point out to potential buyers that it would actually save them lots of money on miles per gallon and other money-saving features. However, they worried that this might make the vehicle be perceived as low quality. To avoid this, the advertisers accompanied the advertisement with a soundtrack using lush string music, not usually associated with low price items, and the sales rocketed. The advert was judged a massive success because of the high quality subliminal message given by the music.

Music can serve the overall promotional goals in one or more of several capacities. Good music can contribute to the effectiveness of an advertisement merely by making it more attractive. A good advertisement engages the attention of an audience, and the most straightforward way of achieving this is to make it entertaining. Music serves to engage listeners' attention and render the advertisement less of an unwanted intrusion.

Music may also be employed in various structural roles. Perhaps the most important structural role is in tying together a sequence of visual images and/or a series of dramatic episodes, narrative voice-overs, or a list of product appeals. Historically originating in film music, advertising