

**PAPER 3 USE OF ENGLISH (1 hour 30 minutes)**

**Part 1**

For questions **1–15**, read the text below and think of the word which best fits each space. Use only **one** word in each space. There is an example at the beginning **(0)**.

Write your answers in CAPITAL LETTERS on the separate answer sheet.

**Example:**

0	E	V	E	R	Y													
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**Advertising**

Each and **(0)**...EVERY... day we see hundreds of advertising images. **(1)**..... other kind of image confronts us **(2)**..... anything like the same frequency. Never in history **(3)**..... there been such a concentration of visual messages. The brain cannot help **(4)**..... take these messages in, and for a moment they stimulate the imagination **(5)**..... virtue of their appeal to memory or expectation.

Advertising is usually justified as a competitive medium of benefit **(6)**..... the public and efficient manufacturers. **(7)**..... it may be true that, in advertising, one particular brand competes against another, it is also just **(8)**..... true that such publicity images confirm and enhance others. That there are choices to be made **(9)**..... without saying but, ultimately, advertising as a system makes a single proposal – namely **(10)**..... we transform ourselves, or our lives, by buying something more. We are led to believe that, by **(11)**..... doing, we will in **(12)**..... way or another become richer – but in fact we will become poorer, **(13)**..... spent our money.

Advertising shows us people who have apparently been transformed into a new state and are, as a result, enviable. The state of being envied is **(14)**..... constitutes glamour. And advertising is in the business **(15)**..... manufacturing glamour.