

Listen to the track with the full transcript in front of you and pay attention to the notes.

## Unit 1 Influence

### Listening Part 2: Sentence completion

 1.01

Tim Lee

Hello, I'm Tim Lee, and in today's programme in our series on advertising, I'd like to talk about 'product placement'. That's where products are included, or to use the correct term, 'placed' in television programmes or films for commercial reasons. For example, when a company pays a programme-maker to show an actor drinking a particular brand of bottled water, or eating a **chocolate bar**. It's a rather more subtle way of influencing people's buying choices than the typical advertisement.

Of course, something like this often occurs quite by chance. You might see a **company logo** for example, that just happens to be on the clothes of someone being interviewed. This is not product placement – just a bit of good luck for the company concerned.

Product placement, of course, is nothing new – it has existed on UK television for many years. It used to be allowed only in films or **international** programmes, like the American drama series we see so many of. Then the law changed and since February 2011, we've been able to see it in a number of other programme types, including UK-produced TV series, entertainment shows and sports programmes. But not **news** or **children's** programmes – at least, not yet. We all know how the very young are influenced by adverts and how they in turn influence their parents and what they buy. So I'm sure advertisers will be working very hard to try to get the law changed again in the future.

Product placement: also what influencers do in their lives, when promoting or doing their “collabs”.

Pay attention to how “chocolate” is pronounced.

Company = *una empresa*

“happen to + be” = *per casualitat + és/apareix*

News= in here, it refers to the TV news, the program. Notice, though, that ‘news’ is also a “notícia”, and it's an uncountable noun ending in -s, so we say “one piece or item of news”, “two items of news”. We also say “This is great news!”, “This is fantastic news”, NOT “this is a great news”, or even worse, “This is a great new”.

Listen to the track with the full transcript in front of you and pay attention to the notes.

Now, even if it's OK for a programme to include this form of advertising, there are, thankfully, a number of conditions which apply. Firstly, the product has to be **relevant**. You cannot create the action or dialogue around the product; the product has to fit in with whatever's happening at a particular moment. So for example, a **particular** brand of washing powder might be OK on a table in a kitchen scene, but it would *probably* be out of place, and therefore not permitted, on a table in a **restaurant**. That all, of course, depends on the script – and very possibly somebody can think of a programme where this might occur quite naturally – but I think you understand the point I'm trying to make.

Secondly, a placed product shouldn't benefit from any obvious **promotion** in a programme. Actors are not allowed to go on about how good it is or mention its name so many times that viewers feel they're clearly being encouraged to buy it. And finally, for obvious reasons, a number of products that might negatively affect people's **health** or lead to addiction are banned from product placement – that

---

Particular: specific, this one and not another one.

Mind the pronunciation of 'restaurant'.

Listen to the track with the full transcript in front of you and pay attention to the notes.

of course includes **cigarettes** and alcohol, which are also banned from normal television advertising.

Now **viewers** have to be told when a programme includes a placed product. To do that, the TV channel will show a symbol with the letter 'P' on the screen. And they have to do this **on** a minimum of **two occasions** - once at the beginning of the programme and once at the end. It also comes on after any advertising breaks, so it could appear as many as three times during a programme, and maybe even more.

Understandably, perhaps, there are a few concerns associated with product placement. Some people worry that it might affect the quality of programmes. Personally, with all these rules in place, I think that's unlikely. Certainly, it might be **distracting** for viewers, and take their mind off what's happening on screen. But that's hardly a cause for concern. No, what I think we should be most worried about is the ...

Mind how 'cigarettes' is both written and pronounced.

"viewers" means "*espectadors (de televisió)*". "Spectators" are those people watching sports live.

Notice we say '**on** 'x' occasions', **not** '**in** 'x' occasions'.