

Native advertising

You are going to listen to an extract from a radio programme on advertising. You will hear the text twice.

You will have two minutes to read through the questions. After you have heard the text once, there will be a pause of one minute before you hear the text again. You will then have two minutes to finalize your answers.

Do not tick more than the number of answers set in a task, otherwise you will not get any credits for this task.

1. How has *The New York Times* website changed? Tick (✓) the two correct answers. (2)

- access to the website has been improved for the disabled
- complete articles can be read without having to click through the pages several times
- short summaries of articles have been added
- the website has been improved for use on mobile devices
- helpful information has been added for smartphone users

2. How could the relationship between the terms “native advertising” and “branded content” be described? Tick (✓) the most appropriate answer. (1)

- terms are used synonymously
- terms express opposing ideas
- terms are used differently in Britain and America

3. Complete the text. Write down Stephanie Losee’s exact words. (2)

“Brands have the _____ of speaking directly to their audiences. [...] Brands no longer had to rely exclusively on traditional publishers _____ audiences around content. We weren’t calling it content at the time but that’s what they were doing.”

4. According to the presenter, a corporation’s main reason for embedding content is... Tick (✓) the correct reason. (1)

- ... to sell their goods.
- ... to promote a brand.
- ... to create high-quality content.

5. Why are social media platforms such as Facebook or Twitter mentioned? Tick (✓) the correct answer. (1)

- to compare what social media and newspapers do
- to criticise what social media does
- to praise what social media does

6. How does *The New York Times* make it clear to their readers that an article is coming from a brand? List two features. (2)

- _____
- _____

7. Why did *The Church of Scientology* place embedded content in *The Atlantic* magazine? Tick (✓) the two correct answers. (2)

- to criticise the government
- to praise the government
- to celebrate *Scientology's* history
- to promote *Scientology's* image
- to invite people to attend church

8. Critics claim that advertisers have specific reasons for using embedded content. Name one. (1)

9. How could the attitude of *BuzzFeed* founder Jonah Peretti towards embedded advertising be described? Tick (✓) the correct answer. (1)

- extremely positive
- slightly sceptical
- somewhat undecided

10. The presenter mentions two methods print media have used to embed sponsored content. Tick (✓) the two correct methods. (2)

The print media have ...

- added company flyers advertising certain products.
- offered prize-draws sponsored by companies.
- paid marketing employees to write sections of the newspaper.
- interviewed company representatives about products.
- included promotional pages paid for by foreign countries.

Total: 15

Hinweise zur Durchführung der Beispielaufgabe:

Sie finden den Hörtext für den zweiten Teil unter folgendem Link:

<http://www.npr.org/2014/01/08/260782670/news-or-ad-online-advertisers-hope-youll-click-to-find-out> (zuletzt geöffnet: 28.07.2015)

Die Textvorlage dieser Beispielaufgabe ist als sehr anspruchsvoll einzuschätzen und bildet die maximal mögliche Anforderung an das erhöhte Niveau ab.

Die Bearbeitungszeit beträgt insgesamt ca. 14 min. und besteht aus:

Einlesezeit:	3:00 Minuten
erster Hördurchgang:	3:55 Minuten
Bearbeitungszeit:	2:00 Minuten
zweiter Hördurchgang:	3:55 Minuten
Bearbeitungszeit:	1:00 Minute

Die Schülerinnen und Schüler finden diese Angaben auch auf dem Aufgabenblatt.

Korrekturhinweise:

- Für jede richtige Antwort wird 1 Punkt vergeben. ½ Punkte sind nicht zulässig.
- Inhaltlich gleichwertige Lösungen, die eventuell nicht im Lösungsblatt ausgewiesen sind, sind zulässig, solange diese der Aussage des Hörtextes entsprechen.
- Hat der Prüfling bei Aufgaben mit Mehrfachantworten mehr als die angegebene Zahl von Lösungen angekreuzt erhält er auf die entsprechende Aufgabe keinen Punkt. Hat er weniger als die angegebene Zahl von Lösungen angekreuzt, erhält er auf jede richtige Antwort einen Punkt.
- Orthografische und grammatische Fehler werden nur geahndet, sofern sie sinnentstellend sind.
- Bei frei zu formulierenden Antworten sind auch wörtliche Übernahmen aus dem Hörtext sowie stichpunktartige Lösungen zu akzeptieren.

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- terms express opposing ideas
- terms are used differently in Britain and America

3. Complete the text. Write down Stephanie Losee’s exact words. (2)

“Brands have the ___ **privilege now** ___ of speaking directly to their audiences. [...] Brands no longer had to rely exclusively on traditional publishers ___ **to gather** ___ audiences around content. We weren’t calling it content at the time but that’s what they were doing.”

4. According to the presenter, a corporation’s main reason for embedding content is... Tick (✓) the correct reason. (1)

- ... to sell their goods.
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zwei der folgenden Antworten:

- name “paid post”
- (corporate) logo(s)
- legend (“paid for and posted by...”)

7. Why did *The Church of Scientology* place embedded content in *The Atlantic* magazine? Tick (✓) the two correct answers. (2)

- to criticise the government
- to praise the government
- to celebrate *Scientology*’s history
- to promote *Scientology*’s image
- to invite people to attend church

8. Critics claim that advertisers have specific reasons for using embedded content. Name one. (1)

Eine der folgenden Antworten:

- to take advantage of ambiguity
- to borrow/use/take advantage of / benefit from the reputation of the news sites; get/gain a good reputation themselves

9. How could the attitude of *BuzzFeed* founder Jonah Peretti towards embedded advertising be described? Tick (✓) the correct answer. (1)

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