

## Part 2

For questions 13–27, read the text below and think of the word which best fits each gap. Use only **one** word in each gap. There is an example at the beginning (0).

Write your answers **IN CAPITAL LETTERS** on the **separate answer sheet**.

Example:

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### The history of the cinema

In Britain, the cinema was, (0) ..... doubt, the most important form of public commercial entertainment of the twentieth century. Until its popularity was eclipsed in the 1950s by television, cinema enjoyed a period of some fifty years during (13) ..... its appeal far exceeded (14) ..... of sport or indeed any other commercial leisure activity.

The popularity of the cinema at that time is (15) ..... difficult to explain: it was accessible, glamorous and cheap. At (16) ..... height, between 1920 and 1950, a very small sum of money (17) ..... guarantee a good seat in the cinema. In the 1920s, the usual venue was a small, neighbourhood hall. The audience was drawn from the local area, and could (18) ..... some occasions be rather noisy. By the end of the 1930s, (19) ..... , the venue was more likely to be in (20) ..... of the larger cinemas known as 'picture palaces', which were springing up everywhere in city centres (21) ..... accommodate audiences of over two thousand people. (22) ..... these establishments, the audiences were expected to be well behaved; the performances were organised just (23) ..... military operations, (24) ..... uniformed staff on hand to control the queues and usherettes to direct seating arrangements.

These large cinemas attracted (25) ..... very mixed audience, although older people were less likely to be cinema-goers than adolescents. As might be expected, people in rural areas were (26) ..... immersed in the cinema than were people in towns, simply (27) ..... of the greater provision of cinemas in urban areas.