



Prova d'accés a la Universitat (2011)

Anglès

Model 3. Opció A

Aferrau la capçalera d'examen un cop acabat l'exercici

Read the passage carefully and answer the questions in English. USE YOUR OWN WORDS AS FAR AS POSSIBLE.

Time allowed: 1 hour and 30 minutes. Total score: 10 points.

Go on, treat yourself at the sales

The sales are on. You will have seen the images on television, of people standing all night by "Burberry", or lying outside "Gucci" in a sleeping bag, waiting for the opportunity to buy a shoe. It looks like the end, or perhaps the beginning, of a war. It is real madness.

I am not talking about the queues outside "Next", which are beyond analysis. Nor am I talking about electrical goods. It is the designer goods sales that obsess me, because the objects are hideous and the desire to possess them is accelerating.

I go to the sales every year and I am always surprised by how pointless the goods are, although I should not be, because I watch the advertising like everyone else. I would not mind buying something of good quality that lasts for ever – a gravestone perhaps? But that is not the point of this junk. It is sort of fashion anti-matter – clothes that do not warm, shoes you cannot walk in, and handbags too heavy to carry.

So why do the shoppers queue like refugees in need of leather goods? I do try to ask, but asking sales shoppers why they are shopping is like asking alcoholics why they drink. Incapable of evaluating their own behaviour, they reply only in babble: "I want to treat myself." They are temporarily confused, and their testimony is not to be trusted. They are queueing, in fact, because they have been lied to. The first lie is that sales shoppers are getting a bargain. The second lie is best expressed by the slogan: "Buy me, I'll change your life", a promise of a transformation that will never happen. The shops, of course, claim that advertising is neutral. But, if that is so, why do they spend so much money on it?

Adapted from The Guardian, 29 December 2010

Vocabulary:

- To treat (V) = To allow oneself gratification, to gratify.
- Hideous = Extremely ugly or unpleasant.

1. Say whether the following statements are TRUE or FALSE. Explain WHY using your own words OR finding evidence in the text. NO marks are given for only TRUE or FALSE. (1 point)

a) The author believes most designer goods are useless. (0'5)

Dotted lines for answer a)

b) Shops do not spend much money on advertising. (0'5)

Dotted lines for answer b)



2. **In your own words and based on the ideas from the text, answer the following question. NO marks are given for responses copied directly from the text. (1 point)**

According to the author, why do people go to the sales and form long queues in order to buy designer goods?

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3. **Find in the text words or phrases which mean the same as the ones below. In the case of verbs, ONLY infinitive forms will be accepted. (1 point):**

1) Absurdity, irrationality. (0'25)

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2) Rubbish, litter, waste. (0'25)

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3) To answer or respond. (0'25)

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4) Discount, reduction, a good buy. (0'25)

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4. **Follow the instructions for each question and answer them (2 points):**

4.1. **Fill the blanks in the following sentences with the correct form of the verb in brackets.**

I went to the sales yesterday. While I (buy) a new leather jacket, I

..... (meet) David with his new girlfriend. (0'5)

4.2. **Turn the following sentence into the passive voice. (0'5)**

They have made this T-shirt in China.

This T-shirt

4.3. **Write the correct form of the verbs in brackets**

a) I want (buy) a new pair of shoes. (0'25)

b) Do you fancy (go) to the sales with me?. (0'25)

4.4. **Join the following two sentences with a relative pronoun. (0'5)**

I went to a shop. Most of the clothes were top quality and available to buy.

I went to a shop

5. **Look at the underlined part of the words below. Three of the words in each line (A, B, C, D) contain the same sound. Circle the word which contains a different sound (1 point):**

5.1. A) both B) smoke C) dog D) toe (0'25)

5.2. A) then B) late C) they D) wake (0'25)

5.3. A) large B) gold C) joke D) gin (0'25)

5.4. A) departed B) divided C) landed D) played (0'25)



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Model 3. Opció B

Read the passage carefully and answer the questions in English. USE YOUR OWN WORDS AS FAR AS POSSIBLE.

Time allowed: 1 hour and 30 minutes. Total score: 10 points.

Justin Bieber is more influential online than the Dalai Lama or US president

How influential are you forming opinions online? A San Francisco-based social networking index called *Klout* believes it has the answer.

Klout is being described by its creators as "the standard for online and internet influence". Using a complicated series of algorithms, the system adds up a person's likes, *Google* mentions, and other social media information. This is used to measure how much influence a person has online and, by inference, whether they are worth listening to.

A quick look at *Klout's* top 20 rankings shows that Justin Bieber, teen pop sensation, has the highest score at 100, 10 points ahead of the spiritual leader, the Dalai Lama at 90, eccentric pop star, Lady Gaga at 89 and US President, Barack Obama at 88.

The idea was promoted by a high-tech manager named Joe Fernandez. Two years ago, he was using *Twitter* and *Facebook* to keep his friends and colleagues up-to-date with his recovery from an operation that left him dependent on online communication. What struck him was how hard it was to filter all the information being thrown at him. "How does anyone know what is and is not important?" he says. According to Fernandez, having thousands of *Twitter* followers is not everything. It is the impact of what someone says that matters and who is listening.

Klout's ability to identify who is influential on different topics has already attracted serious interest from companies looking for online impact. According to Sree Sreenivasan, a digital media professor at Columbia University, we are at the very beginning of understanding the nature of influence. He states that in a society where there is an excess of information we are going to find more and more value in individual voices. "*Klout* is one of the first serious attempts at independently identifying whom we should listen to," he says.

Adapted from The Observer, 2 January 2011

Vocabulary:

- To add up (V) = To calculate the total.
- *Facebook, Twitter* = Social networking sites that connect people online and are used to post photos, share links and exchange information.



1. Say whether the following statements are TRUE or FALSE. Explain WHY using your own words OR finding evidence in the text. NO marks are given for only TRUE or FALSE. (1 point)

a) According to *Klout*'s ranking, pop star Lady Gaga is more influential online than US President, Barak Obama. (0'5)

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b) Sree Sreenivasan believes that in today's society the opinion of an individual is not important. (0'5)

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2. In your own words and based on the ideas from the text, answer the following question. NO marks are given for responses copied directly from the text. (1 point)

Why did Joe Fernandez decide to create *Klout*?

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3. Find in the text words or phrases which mean the same as the ones below. In the case of verbs, ONLY *infinitive forms* will be accepted. (1 point):

1) To be useful or interesting enough to receive a particular action. (0'25)

.....

2) Well-informed, knowledgeable, having the latest information about something. (0'25)

.....

3) Fans, admirers, members. (0'25)

.....

4) Issues, matters, questions. (0'25)

.....

4. Follow the instructions for each question and answer them (2 points):

4.1. Fill the blanks in the following sentences with the correct form of the verb in brackets.

A: you (hear) Justin Bieber's new song? (0'25)

B: Yes. It's fabulous! I (buy) his new album online last week. (0'25)

4.2. Rewrite the following sentence in reported speech. (0'5)

'How much did your new computer cost?', she asked me.

She asked me

