

TIME 50 minutes

USE OF ENGLISH

PART 1

For questions 1–8, read the sentences below and choose the option that best fits each gap.

1	We _____ got a dishwasher.		
	A aren't	B haven't	C hasn't

2	"Are these books yours?" – "Yes, they are _____."		
	A yours	B hers	C mine

3	Christopher Columbus _____ America.		
	A discovered	B discovers	C is discovering

4	I always visit my grandparents _____ weekends.		
	A in	B on	C at

5	When you were ten _____ you ski?		
	A could	B were	C can

6	Simon is _____ son.		
	A John and Audrey	B John's and Audrey's	C John and Audrey's

7	<i>Independence Day</i> is a very _____ film.		
	A exciting	B more exciting	C the most exciting

8	There are _____ apple trees in the garden.		
	A some	B any	C an

Answer Keys:

1. **B**
2. **C**
3. **A**
4. **C**
5. **A**
6. **C**
7. **A**
8. **A**

PART 2

For questions 1 – 8, read the text below and choose the option that best fits each gap.

0	A <i>blasted</i>	B <i>shattered</i>	C <i>exploded</i>	D <i>cracked</i>
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WILLY WONKA FOOD COMES TRUE!

Do you know what happened to Violet in Willy Wonka and the Chocolate Factory when she ate the special ‘three-course meal’ blueberry chewing gum? She blew up into a round ball and then **(0) exploded** with a big bang! A fantastic tale? The idea behind the blueberry gum – that it could turn ___ **(1)** ___ a meal of your choosing – may seem far-fetched but, according to scientists, this type of food will soon be nothing out of the ordinary. Nano technology is the science of tiny atoms and molecules. The ___ **(2)** ___ of nano food means that tastes can be changed. This will allow you to buy a product, decide on the ___ **(3)** ___ you want and then put it in a special microwave to turn it into the dish of your choice.

A lot of ___ **(4)** ___ has been done into this by the food industry and, if the trials are successful, then blueberry gum is likely to be with us very soon. It will allow the food companies to have more control over ___ **(5)** ___, such as being able to alter the fat content of food for people who are ___ **(6)** ___ a diet, or creating food that does not ___ **(7)** ___ so quickly. We will no longer fry a steak, but instead will put chemicals in a special machine to create one from scratch. Many people are very worried by the idea but, on the ___ **(8)** ___, it will allow us to eat more healthily and have more choice.

1	A up	B into	C out	D over
2	A progression	B fabrication	C dream	D invention
3	A design	B prescription	C receipt	D recipe
4	A examination	B research	C analysis	D study
5	A ingredients	B parts	C fragments	D elements
6	A in	B on	C at	D for
7	A pass away	B break up	C go off	D run down
8	A total	B main	C whole	D large

Answer Keys:

1. B
2. D
3. D
4. B
5. A
6. B
7. C
8. C

PART 3

For questions **1–8**, read the text below and think of the word that best fits each gap. Use only **one** word in each gap. There is an **example (0)** at the beginning.

0 of

THE GOULBURN VALLEY

The Goulburn Valley is situated in the south-east corner of the Australian continent, in the state of Victoria. Because ___ **(0)** ___ the introduction of irrigation over a century ago, primary industry flourished, resulting in ___ **(1)** ___ multitude of orchards and market gardens. After World War II, migrants flocked to the area in search of work on the farms and ___ **(2)** ___ many cases, establishing a property of their own.

Unfortunately, the region ___ **(3)** ___ taken a turn for the worse over the past decade. The irrigation water that was ___ **(4)** ___ plentiful has now been rationed, and many farmers have been forced ___ **(5)** ___ the land. The main source of water ___ **(6)** ___ from the Goulburn River, with several reservoirs located along its stretch to the mighty Murray River. Dam capacities have fallen to dangerous levels, resulting in some farmers having an inadequate supply of irrigation water.

___ **(7)** ___ the recent hardships, some farmers have continued to eke an existence out of the land. Many have become ___ **(8)** ___ ingenious, devising new ways to utilize water plus finding special niches to service the ever-changing urban needs. Perhaps the Goulburn Valley can return to its prosperous times soon.

Answer Keys:

- 1. a**
- 2. in**
- 3. has**
- 4. once**
- 5. off**
- 6. is**
- 7. Despite**
- 8. more**

READING

PART 4

You are going to read an article about advertising in different cities. For questions **1–6**, choose the option that you think fits best according to the text.

ADVERTISING – ART OR POLLUTION?

How many adverts do you think you'll see today? 10? 30? Astonishingly, according to the market research firm *Yankelovich*, some of us see as many as 2,000-5,000 adverts a day! As well as commercial breaks, those irritating interruptions to our TV viewing, there are adverts all around us. Most of the time we're not even consciously aware of them. But think about your town or city. How many billboards does it have? What about shop signs and posters?

Tokyo, in Japan, takes urban advertising to the extreme. Flashing neon lights and gigantic outdoor TVs blaring out advertising slogans make the city seem like something from science fiction. Although the city temples may still lay claim to being more impressive, the explosion of sound and colour in the commercial centre can take your breath away. Whether you find the overall effect stunning or nightmarish is a question of personal taste. However, it would be hard not to admire the advertisers' ingenuity. Recent innovations include interactive games projected onto walls for people to play with (all featuring a company logo, of course!). 'Smellvertising' is also catching on - that's the idea of using pleasant smells like chocolate to attract consumers' attention!

Innovations in Tokyo are of huge significance in the world of advertising because where Tokyo leads, other cities soon follow. Big cities from New York to London already have outdoor television screens, although 'smellverts' are still relatively unusual. Although Tokyo is far from being universally admired, many urban authorities find its approach to advertising exciting and dynamic. So what's the problem?

If every city copied Tokyo, it would be absolutely terrible!' exclaims Roberta Calvino of the advertising watchdog group, Ad Alert. 'At the moment, Tokyo's futuristic style sets it apart. It invites our attention even if not necessarily our appreciation because there's simply nothing like it. But we don't need 100 poor imitations. Do you want tourists visiting your city to notice the wonderful architecture, the upmarket shopping boutiques, or the millions of signs and flyers? In many cities, advertising is as bad as litter or vandalism - it spoils our environment. Go beyond the city outskirts and you'll find that advertising is taking over the countryside, too. The world's biggest advert was actually in a field in Austria, below the flight path to Vienna airport. It was the size of 50 football pitches!'

According to Roberta, advertising can also influence the way we think and feel. 'Advertisers want to convince us that their products will make us happy or successful, just like the celebrities in the promotions. Unfortunately, that's all an illusion - you can't simply "buy" a celebrity lifestyle at the shops! Nevertheless, advertisers work hard to get us to swallow this message. For instance, fashion brands prefer to advertise using images of glamorously made-up supermodels because they want "ordinary" girls to feel inadequate in comparison. The logic goes that the more dissatisfied we feel with our lives, the more we'll spend to cheer ourselves up! Although outdoor advertising may seem to make less of an immediate impression than TV commercials, its message can have greater force. If we don't want to watch a TV ad, we can turn over, or switch off. We can't be so choosy about our surroundings.'

Or perhaps we *do* have a choice? In 2007, one Brazilian city made a radical protest. Gilberto Kassab, the mayor of Sao Paulo, ordered the removal of more than 15,000 adverts! In justification,

he condemned urban advertising in very strong terms as 'visual pollution'. Unsurprisingly, this made many local businesses unhappy. One marketing executive argued that adverts 'are more like works of art, hiding grey office blocks and industrial estates,' a view which had some backing from a number of the city's residents. However, a more typical response can be summed up in this statement from Isuara dos Santos, 19. If we'd known what a difference it would make, we'd have got rid of the adverts

1. What is the main point of the first paragraph?
 - A We see more adverts than we realise.
 - B Many people are annoyed by television advertising.
 - C We do not pay enough attention to adverts.
 - D Advertising has increased in towns and cities.

2. What do we learn about the writer's opinion of advertising in Tokyo in the second paragraph?
 - A It lacks a personal appeal for him.
 - B He thinks that it is very creative.
 - C It seems excessive to him.
 - D He thinks it is Tokyo's main attraction.

3. Why do advertisers see Tokyo as important?
 - A It sets trends which are often copied.
 - B its distinctive style is popular with everyone.
 - C It reflects trends that are popular elsewhere.
 - D Its style is imitated in every city.

4. In the fourth paragraph, Roberta Calvino suggests that
 - A the largest adverts can usually be found in rural areas.
 - B advertising is a particularly bad problem in Austria.
 - C outdoor advertising extends beyond urban areas.
 - D modern adverts are continuing to grow in size.

5. What does Roberta tell us about urban advertising in the fifth paragraph?
 - A It can be rather unconvincing.
 - B It helps us to fulfil our dreams.
 - C It particularly affects women.
 - D It can lower our self-confidence.

6 . What response did the mayor get when he removed advertising from Sao Paulo?

- A The majority of private individuals and commercial people supported him.
- B Advertisers were willing to display fewer advertisements in the city.
- C Local artists were unsure how attractive the office blocks would look.
- D Most of the people who lived in the city welcomed his decision.

Answer Keys:

- 1. A
- 2. C
- 3. A
- 4. C
- 5. D
- 6. D

PART 5

You are going to read a magazine article in which four creative people talk about their work. For questions **1 – 10**, choose from the people (**A – D**). The people may be chosen more than once.

WHAT'S THE BIG IDEA?

Where do people get their inspiration for work? **Kate Mikhail** talks to four gifted individuals...

A

Corinne Day: Photographer

I get my ideas for photographs anywhere, at any time; I don't have to be specifically doing anything. I keep a diary at home and write down any thoughts I have, and then when a job comes up, I see if there is anything in it that applies. It's almost impossible for me to switch off. When I was abroad recently, I wanted to get away from taking photographs, so I didn't take my camera with me. But I could still see pictures all the time and wished I had brought it. People can be inspiring. When I was twelve, my grandmother knew a painter who was friends with Picasso. I used to be painted by her and she would talk to me about art. I picked up my first camera at nineteen and quickly developed a very distinctive taste for the things I like to photograph. I've always known what I've liked and I've always gone in the opposite direction from everyone else in the profession.

B

Jan Kaplicky: Architect

Success in my job depends on the people you have around you and how good they are. There are engineers, model-makers, photographers – architecture is not a one-man product. I come into the office every day. I like to arrive at 8am, as this is a very peaceful period when I can think about things before the usual routine starts and other people arrive.

The initial idea for a job comes to me just like that sometimes, and if that first idea is good, then I am on the right track. Having lots of ideas for one problem is not a sign that you are creative; that's just a waste of energy. I also don't think you have to go anywhere in particular to get ideas; people just use that as an excuse. But I do think a lot of creativity depends on your relationships with other people. Your happiness or unhappiness comes out in your work.

C

J. G. Ballard: Novelist

I think the enemy of creativity in the world today is that so much thinking is done for you. The environment is so full of television, you hardly need to do anything – you scarcely need to go and read a novel. Children make you see what reality is all about. Mine were a huge inspiration for me. Watching them creating their separate worlds was a very enriching experience. I've always been a very disciplined writer, because that's the only way you ever get anything done. Usually when I am writing a novel, I set myself 1,000 words a day. I stick to it even if it means stopping in the middle of a sentence. As for learning to be creative, I think there's a lot of skills that you need to be born with. I wrote from a pretty early age, eight or nine, and I've always had a very vivid imagination. I have a walk every day and a good think about things – all these ideas occur to me then.

D

Peter Molyneux: Computer Game Creator

Perhaps the greatest difference between people who are creative and people who are not is that the former always think their idea will work. They never think, 'That's not going to work, that's a stupid idea'. But a lot of the time I don't know where my ideas come from.

At school I wasn't happy. I had serious problems with reading and spelling. But I can remember incredibly clearly the time I saw my first computer game, in a shop window. From that moment on it was as if I'd found my aim in life. I find the computer game is very creative. It brings together many different disciplines: the logic of programming, mathematics, storytelling... I have a vast number of little notebooks for work, full of sketches and things. The general idea for a game is easy, the real challenge always comes about six months later when you have to design all the parts of the game, and consider things like how many pieces of information players can take before they'll get confused.

Which person

is unhappy about the effect of the media on people's ability to think?	1
looks back at their notes in the hope of finding useful ideas for work?	2
mentions the variety of subjects involved in their work?	3
likes having a quiet time before the start of a working day?	4
admits their work requires the contribution of others?	5
finds it difficult not to think of work when having a break?	6
recognises the influence of very young people on their work?	7
follows a strict procedure when organising their work?	8
mentions the effect of personal feelings and moods on their work?	9
believes that creative people have a lot of self-confidence?	10

Answer Keys:

1. C
2. A
3. D
4. B
5. B
6. A
7. C
8. C
9. B
10. D