

PROVES D'ACCÉS A LA UNIVERSITAT

PRUEBAS DE ACCESO A LA UNIVERSIDAD

CONVOCATÒRIA: JUNY 2010

CONVOCATORIA: JUNIO 2010

ANGLÈS

INGLÈS

BAREM DE L'EXAMEN:

BAREMO DEL EXAMEN:

Please answer on a separate sheet of paper.

OPCIÓ A / OPCIÓN A**Part A. Reading Comprehension.****Read the following text:****HOW FIVE YEARS OF YOUTUBE TURNS A NOBODY INTO A STAR**

Five years after Karim and two fellow PayPal employees founded their video-sharing website YouTube, it hosts more than 120 million videos. The site is a phenomenon that's generated a whole culture of YouTube celebrities. Never before had anyone with a video camera been able to reach a potential audience of millions and for many they did so by accident. But when the site started including advertisements related to the user's search, some people were able to make money out of their hobbies.

The science behind what makes a video a hit remains vague. It's easier to bathe cats than to predict whether the public will like or dislike something. It's an illuminating choice of elements: cats are, of course, a pretty good bet. Also babies, though it's still surprising that a merely moderately amusing family moment is the most watched YouTube video of all time: "Charlie bit my finger", a clip in which Charlie, aged one, bites the finger of his big brother Harry.

With its ability to grant an audience of millions to any clip the site has extraordinary democratic potential. Last year, a clip of Neda Agha-Soltan being shot in the chest in Iran was put on YouTube instantly and became a powerful tool in the protest movement against the Iranian government.

The site's democratic character had already taken on new, practical uses with the so-called "YouTube election" of 2008, when what many had dismissed as simply a site for teenagers became a battleground for one of the most interesting presidential fights in history.

S. Hoby and T. Lamont (*The Guardian*, 11-4-2010)

I. Answer the following questions using your own words but taking into account the information in the text (2 points: 1 point each)

- a) Why can YouTube users get money from video sharing?
- b) How can YouTube be used for democratic purposes?

II. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact passage on the answer sheet (1.5 point: 0.5 each)

- a) YouTube videos reach an audience of one hundred and twenty million users.
- b) Videos featuring cats are likely to draw the users' attention.
- c) YouTube only interests teenagers.

III. Find a synonym for each of the four words below from these six options: (1 point: 0.25 each)

generated *accident* *hit* *choice* *amusing* *dismissed*

- a) ignored
- b) selection
- c) produced
- d) chance

IV. Choose a, b, or c, in each question below. Only one choice is correct (1.5 points: 0.5 each)

- 1. We can...
 - a) predict whether a video on YouTube will be a hit or not.
 - b) never be sure whether a video on YouTube will be a hit or not.
 - c) predict that a video featuring cats with babies will be a hit.

- 2. Videos on YouTube can...
 - a) defeat a government.
 - b) turn a country into a democracy.
 - c) be used as a mass form of political protest.

- 3. YouTube...
 - a) has proved to be useful beyond teenage use.
 - b) has proved to be useful only for teenagers.
 - c) has proved to be useful for electing presidents.

Part B. Composition (130-150 words approximately). Choose one of the following topics (4 points)

Do you think that YouTube is a powerful tool in today's society? Give reasons.

OPCIÓN B / OPCIÓN B

Part A. Reading Comprehension.

Read the following text:

SHOPPERS GO GREEN 'TO IMPRESS NEIGHBOURS, NOT TO SAVE THE PLANET'

Shoppers are hypocritical about buying environmentally friendly goods, according to a report which has found consumers are more concerned about impressing the neighbours than saving the planet.

While consumers are more likely to 'go green' on the high street where they can be seen making altruistic choices, the privacy of online shopping brings out an entirely different behaviour.

When people are not being watched by their peers they are more willing to shun the ethical products in favour of comfort and convenience, the report says.

The habit has been studied by Vldas Griskevicius, of the University of Minnesota, who found eco-friendly shopping decisions are not always motivated by a social concern. He discovered that people were more likely to buy energy efficient light bulbs from the shops, but tended to opt for the old-fashioned type online. The same trend was also found when people purchased white goods, electronics and even domestic cleaning products over the internet.

Mr Griskevicius picks out the Toyota Prius car as a prime example. Celebrities including Leonardo Di Caprio and Cameron Diaz have been photographed behind the wheel of a Prius, despite being well able to afford a more powerful and expensive car, sending the message that they are concerned for the environment. 'When you publicly display your environmentally friendly nature, you send the signal that you care,' said the report. The study also showed that people were often more willing to buy green products when they were the most expensive option, because it showed they could afford to be caring.

The Daily Telegraph, March, 17, 2010, p. 13

I. Answer the following questions using your own words but taking into account the information in the text (2 points: 1 point each)

- a) What are the real reasons why consumers buy eco-friendly goods?
- b) Why do some film stars promote eco-friendly products?

II. Are the following statements true (T) or false (F)? Identify the part of the text that supports your answer by copying the exact passage on the answer sheet (1.5 point: 0.5 each)

- a) People tend to buy more green products online.
- b) The car that most film stars own is a Toyota Prius.
- c) People don't mind buying 'green' products when they are more expensive if other people notice what they are buying.

III. Find a synonym for each of the four words below from these six options: (1 point: 0.25 each)

concerned privacy behaviour peers purchased prime

- a) bought
- b) representative, characteristic
- c) intimacy
- d) preoccupied

IV. Choose a, b, or c, in each question below. Only one choice is correct (1.5 points: 0.5 each)

1. According to the report, people who buy eco-friendly products...

- a) are more interested in impressing their neighbours.
- b) are more interested in saving the planet.
- c) are more interested in comfort and convenience.

2. When buying goods on the Internet ...

- a) consumers always 'go green'.
- b) consumers rarely 'go green'.
- c) consumers 'go green' if the bulbs are energy efficient.

3. Leonardo Di Caprio and Cameron Diaz have both ...

- a) photographed cars including the Toyota Prius.
- b) promoted the Toyota Prius.
- c) bought powerful and expensive cars such as the Toyota Prius.

Part B. Composition (130-150 words approximately). Choose one of the following topics (4 points)

What is your opinion about eco-friendly products? Do you think they are an urgent need or just a passing fashion?