

3. Why does the woman not see her grandchildren regularly?

- Her children try to avoid contact with her.
- Since her husband's death she has stopped visiting them.
- They are too caught up in their stressful lives.
- She does not make an effort to see them.


4. What was the wife's attitude towards the workaholic's job?

- She was worried about his well-being.
- She hated his profession.
- She wanted him to change jobs.
- She liked it because of the money.

5. What happened after he had consulted the doctor?

- ! He decided to quit his job.
- ! He was fired from his position.
- ! He took a longer break from his job.
- ! He started to look for another job.

2. Listening: The habit of queuing

 You will hear a radio report on the habit of queuing. For questions 1–5, choose the answer which fits best according to what you hear.

1. What is “Queuing”?

- a radio morning show
- something you can buy
- a British dish
- a British tradition

2. Where did the speaker go shopping with his friend?

- the market
- a butchery
- the mall
- a supermarket

3. How did the speaker feel when a stranger jumped the line to get some pork?

- He did not really care.
- He started to complain loudly.
- He was shocked.
- He was mad at his friend.

4. What do British people think about queuing?

- They are particularly proud of it because it makes them special.
- They accept it as it is a vital part of their culture.
- They try really hard to keep this habit up.
- They start ignoring it due to their stressful lives.

5. What is the speaker trying to do with his talk?

- telling people a real-life story
- complaining about rude Europeans
- getting people to support his pro-queuing campaign
- convincing people of the importance of queuing

3. Reading: How to write a good story

You are going to read a text on how to write a good story. For questions 1–5, choose the answer which fits best according to what you read.

How to write a good story

First-step tips for rising authors

Is your head about to burst because it is full of great ideas for creative and unwritten stories, but you have no clue how to put them on paper?

Good writing is always based on at least a few basic rules. Here are some very valuable pieces of advice meant to help you turn your dream of becoming a fantastic and successful storyteller into reality.

The plot

The plot of a story usually revolves around the main character's struggle or change the main character has to go through. The character faces various problems, which might endanger his or her economic or emotional existence. The main character might have to cope with friction arising between them and other characters. Life not falling into place for the main characters might also constitute the core of the story. Additionally, personal issues, emotional conflicts or distress might make changes necessary.

Your main characters should win or lose their struggle at least partly due to personal success or failure. Interesting characters are never solely rescued by others. A good story is about the main character's personal development and growth. He or she needs to learn how to accept their weaknesses and build on their strengths.

The structure

Before writing the story, you need to decide upon the point of view from which you would like to tell the story. If told from the third-person perspective, the narrator knows everything about the characters and their ways. Using the first-person means primarily knowing the first-person narrator. While the view might be a limited one, the first-person perspective allows for a clear and comprehensive insight into the narrator's way of thinking.

The story itself usually begins with a conflict. At times, things might seem all right. Close to the climax of the story, things mostly go wrong until either all is lost or victory can

be celebrated. All the events, having led to either failure or victory, are then wrapped up and the story ends.

Characters and setting

Do not start writing unless you know your characters well. Think about their personal background as well as their strengths and weaknesses. Perfect characters with flawless personalities are usually boring and do not leave much room for development. Most importantly, you should create characters your readers can relate to and care about.

Likewise, you should spend a considerable amount of time creating the place and time in which your stories will be set before putting them down. Make sure place and time are both interesting and representative of the struggle the main characters are dealing with. If necessary, do some research and collect information on the geographical and time-related background.

The theme

The theme constitutes the essence of the story. It is about the message the story wants to convey. Good stories do not need to point out what they intend to tell the reader. Instead, they rely on the theme subtly growing out of the story.

Choose a convincing theme, create fascinating characters, have them deal with their very personal problems in different settings and you have a fair chance of writing a pretty good story.

1. Who is this text written for?

- professional writers
- high school students
- amateur writers
- full-time journalists

2. What is the core of a good story?

- the main character's problems
- a good ending for the main character
- characters dealing with financial stress
- problematic romantic relationships

3. What is the benefit of telling a story from the first-person perspective?

- The narrator knows everything about all the characters.
- The reader learns about all characters' emotions.
- The narrator can tell his side of the story.
- The reader can identify with the narrator.

4. Which of the following statements is correct?

- Every good story has a happy ending.
- Up to the story's turning point everything goes wrong.
- Every good story has a conflict at its centre.
- The main character has to overcome his or her problems alone.

5. In which way should your characters be created?

- The characters show too many weaknesses.
- The characters are presented like real people.
- The characters do not go through any development.
- The characters do not have any flaws.

4. Reading: Stealth marketing

You are going to read a text on stealth marketing. For questions 1–4, choose the answer which fits best according to what you read.

Stealth marketing

These days advertising has found its ways into and onto everything we hear or see. Marketing messages can be found on TV, between songs on the radio, on shiny billboards or various posters on the bus or on the subway. Strolling up and down the street, you see shop windows swamped with ads displaying incredibly beautiful people with perfect bodies. Young people handing out vouchers welcome you at shop entrances. Surfing the net there is no chance to avoid being confronted with all sorts of ads calling for your attention.

However, advertising is not always that obvious or direct. Since more and more people are growing tired of all the advertising they are bombarded with day in, day out, advertising companies are exploring and working with new kinds of advertising, one of them being stealth marketing, which is also known as buzz or undercover marketing.

Stealth marketing is a very specific form of marketing that is difficult to spot because it does not look like marketing. It is considered successful when consumers do not realize that they are being advertised to. In general, stealth marketers make use of one of the most promising and honest ways of passing on information, namely by word of mouth. Think about a conversation between friends in which one party speaks very highly of a new device they have purchased. Their recommendation is much more convincing and trustworthy than any costly ad. Likewise, you might overhear what strangers are talking about at the bus station or in a café.

In stealth marketing, marketing companies hire actors to use certain products in places where lots of target consumers come together. While the storylines acted out by the actors may vary and range from having an argument to two long lost friends finally seeing each other again, they all have one purpose in common: to grab the listeners' attention.

Stealth marketing is usually used when traditional marketing techniques do not bring about the desired results. If done correctly, this form of marketing can be very successful. First and foremost, marketers need to be able to hide the campaign. As soon as consumers discover they have been manipulated and used, the marketers are facing negative feedback because all that is left from the consumers' point of view is anger. Second, good stealth marketing mostly involves people who look and sound very much like the people making up the target audience. It is all about originality and trust.

1. Which example of obvious marketing is NOT given?

- TV commercials
- radio ads
- billboards
- flyers

2. When is stealth marketing successful?

- when consumers can spot ads in shop windows
- when strangers are talking about a product at the bus station
- when people do not notice what is being done
- when a product is presented in a positive way

3. Why do more and more companies turn to stealth marketing?

- Stealth marketing is much cheaper than other methods.
- Consumers are fed up with common marketing methods.
- Stealth marketing reaches far more people.
- Consumers prefer new marketing methods.

4. What is the purpose of this text?

- to inform consumers about a certain kind of marketing
- to complain about the marketing methods of companies
- to compare old and new marketing strategies
- to warn consumers about stealth marketing

7. Writing: Everything is going wrong

Lately you have been frustrated and angry because of bad things happening at home and at school.

By writing a **blog entry** you try to communicate these feelings. In your blog entry, you should:

- recount what happened at home and at school
- describe how that made you feel
- outline which changes you are hoping for in your life

Write your **blog entry** in around **170 words**.

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