

Q2 Dr Umbridge's book points out that

- A** boys cause more troubles growing up than girls.
- B** parents expect more from boys than ever before.
- C** mental disorders can be caused by negative experiences.
- D** boys have problems in dealing with their current environment.

Q3 What does Dr Umbridge see as the main cause for the boys' problems?

- A** There has been an increase in the number of divorces.
- B** Boys are confused about society's expectations.
- C** There has been a change in societal and family conditions.
- D** Boys feel put under pressure by their parents.


Q4 According to Dr Umbridge, what tends to cause boys to develop OCDs?

- A** Their fathers force them to suppress their feelings.
- B** One of their parents displays aggressive behavior.
- C** They grow up in a family with very strict rules.
- D** They do not know how to react to their parents' expectations.

Q5 Why do boys struggle more with modern family structures than girls?

- A** They have to figure out their new place in society.
- B** They need to accept a new set of values.
- C** They prefer the traditional hierarchical family structures.
- D** They are presented with higher expectations.

2. Listening: Are young Irish still traditional?

 You are going to listen to a recording about whether young Irish people are still interested in culture. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the beginnings of the sentences (1–5) with the sentence endings (A–H). There are two extra sentence endings you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening you will have 45 seconds to check your answers.

Are young Irish still traditional?

0	Roberta and Steven have agreed to ...	E
Q1	The majority of the Irish are happy to ...	
Q2	Teenagers in Ireland tend to ...	
Q3	Irish humour is known to ...	
Q4	Steven thinks that occasionally it is OK to ...	
Q5	Irish teenagers have started to ...	

A	... play a typical Irish instrument.
B	... express their pride in their culture.
C	... listen to Irish musicians.
D	... follow their families' traditions.
E	... participate in an interview about Irish culture.
F	... focus on a variety of forms.
G	... inquire more about their own culture.
H	... spread their culture.

3. Reading: Trends in advertising

Read the text below, then complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

Trends in advertising

Due to the pressure on businesses to increase their sales on the one hand and to reduce their costs on the other hand, the role of advertising in the media has become increasingly significant. While companies in former times relied mainly on televised advertisements, today the internet presents the biggest pool of possible customers.

Advertising has always been blamed for being rather stereotypical, since it usually displays quite unrealistic scenarios and images of perfect families, stunningly beautiful people and impossibly cute pets. The depiction of the real world is commonly not thought to be appealing enough to persuade customers to purchase certain products and to choose them over other rivalling brands.

Naturally, the way the two genders are portrayed in advertising has an enormous influence on how we perceive the products presented. Taking a closer look at the role of women in advertising, for example, it becomes obvious that certain types of women with specific characteristics appear more frequently than others.

Despite the fact that a few decades ago women were mainly cast for the role of a housewife, today advertisements tend to depict young, successful businesswomen, who are self-confident and independent. Younger audiences in particular appreciate the changes made, because they have an easier time to empathise with characters who try to achieve similar goals, such as professional success or personal well-being.

Due to these recent developments producers involved in the advertising business have also made changes to spots aimed at older target groups. These changes place an emphasis on how to enjoy a pleasant life after retirement and concentrate on products commonly not needed or used by younger viewers. Nevertheless, the spots produced do not portray the actors starring as elderly people who are approaching the end of their lives. On the contrary, a growing number of advertisements shows lively, athletic 60- to 70-year-olds who are only starting to realise how much they still want to achieve.

In addition, recent spots on TV are pleasantly lacking the formerly so strongly emphasised perfection. A strong tendency towards imperfection can be detected, which is a very different approach in comparison to former years. It almost seems as if the audience has

grown tired of being reminded what they themselves will most likely never have or be. More realistic advertisements provide us with a sense of comfort and satisfaction, because they leave us room to accept our own weaknesses and problems. Since the pressure of the modern world on all of us is steadily rising, it comes as no surprise that few viewers feel the desire to experience perfection in advertising.

However, the rules change when men form the main target group of a certain commercial. While women are perfectly happy to sympathise with imperfect female actors, men do not necessarily enjoy these new developments and expect to find certain stereotypes fulfilled in advertisements aiming at them. Thus, more and more production companies find themselves torn between meeting the expectations of modern women and still somewhat patriarchal men.

0	The most important medium for advertising is	<i>the internet.</i>
Q1	People accuse advertisements of	
Q2	Too many references to reality might not lead to	
Q3	Recent adjustments in advertising especially appeal to	
Q4	The main focus of advertisements for older generations is on	
Q5	In former times, imperfection	
Q6	The gap in men's and women's ideas on advertising	

4. Reading: The challenges of going green

Read the text below, then decide whether the statements (1–7) are true (T) or false (F) and put a in the correct box. Then identify the sentence in the text which supports your decision. Write the first four words of this sentence in the spaces provided. The first one (0) has been done for you.

The challenges of going green

After hundreds of years it seems that the human race has finally grasped that the planet's environment cannot continue to be corrupted any further. Already we suffer from the severe consequences, such as climate change, ozone layer depletion, extreme weather conditions, and destruction of the ocean's flora and fauna. However, this might only have been the start of a chain of events, if no action is taken to end this vicious circle of devastation.

These problems can mostly be traced back to an increase in energy consumption. The demand for all forms of energy, which has exploded over the past decade due to the rise of the world's population as well as its industry, has become almost impossible to meet for even the biggest energy corporations, due to the declining supply of natural resources. As a result, scientific research has focused on the development of alternative forms of energy production. The main problem lies in the fact that there is no consensus of which type of alternative solution should be favoured among scientists.

Among the various choices for clean energy production, three methods are most commonly used: wind, water, and solar energy. While in some cases the regional landscape and weather conditions are the determining factors, at other times economic aspects might influence the decision. Experts often opt for a combination of methods in order to secure energy supply at all times.

Even though several methods have been implemented and are being used successfully around the world, many governments are reluctant to rely on those solutions entirely. Apparently they fear economic drawbacks which might only show once large sums have been invested into these new industries. There is also no guarantee that investments made into alternative energies will produce the expected results. It might well be that seemingly promising methods produce less energy than consumed or prove to be less cost-efficient than thought. Additionally, turning back at this point might not be possible any more, which could result in the dependence of these governments on other states in matters of energy production.

Apart from all those factors, the main challenge lies in making all of the parties involved understand the urgency of responding to the situation. Although the human race will still be able to rely on fossil fuels for some time, they will cease to be available to us at some point. The energy crisis is likely to become more and more of an issue, since resources will not be running out everywhere at the same time. Even in the best of cases scientists, governments, and energy corporations will have to cooperate for years to come up with suitable alternative solutions which can ultimately ensure the growing energy demand will be met. Failure to react now could easily result in a world-wide political and economic crisis.

As of now, there are small steps being taken to improve the current situation. In various countries governments are investing in the research of alternative energy and implement programmes aimed at reducing our negative impact on the environment. The sincerity with which these actions are taken will determine whether they will be successful and whether we can stop ourselves from going down a road that will ultimately lead to our ruin.

	Statement	T	F	Justification
0	Most people have understood that we cannot damage the environment any longer.	x		After hundreds of years...
Q1	The problems we experience are very likely to have only been the beginning.			
Q2	Most energy corporations can no longer supply enough energy.			
Q3	Most scientists do not agree on which form of alternative energy is the best one.			
Q4	The location of a country influences its choice of energy production methods.			
Q5	Many countries refuse to use alternative forms of energy entirely.			
Q6	Countries using alternative forms of energy production might overestimate the success of these methods.			
Q7	Actions towards using alternative energy will have to be taken within the next few years to avoid severe consequences.			

7. Writing: Studying abroad

“Studying abroad is the chance of a lifetime”

You are about to take your Matura and plan on studying afterwards. At university, there is the possibility to take part in exchange programmes which enable you to study in other countries for some time. Write an opinion essay, in which you either agree or disagree with the given statement.

- Outline reasons why students take/ do not take the chance to go abroad.
- Explain the impact of an exchange semester on your character development and social life.
- Discuss in how far your studies at home might be influenced by your decision.

Write an **opinion essay** of about **400 words**.