

SÈRIE 3

Prova Escrita

THE DAY I MET THE STRANGE AND INSCRUTABLE STEVE JOBS

1. The narrator feels excited about having an interview with Steve Jobs because...
 - a) Steve Jobs had been a myth for him.
 - b) Steve Jobs refused to talk to the media.
 - c) Steve Jobs never used to grant interviews in Paris.
 - d) **Steve Jobs hardly ever granted interviews**

2. When the narrator talks about “the notorious flamethrower treatment”, he means that...
 - a) **Jobs was a very strict person.**
 - b) Jobs was a very magnetic person.
 - c) Jobs worked very hard every day.
 - d) Jobs was obsessed about the computer world.

3. When the narrator was going to interview Jobs, he found...
 - a) **him quite different from what he had expected.**
 - b) him very similar to what he had expected.
 - c) him ready to have a long talk.
 - d) out that Jobs was not going to answer any questions.

4. According to the text, Jobs adopted a defensive posture because he was ...
 - a) angry with the interviewer.
 - b) not feeling comfortable in Paris.
 - c) **still influenced by the incident with the fans.**
 - d) afraid of the interviewer.

5. When asked about Apple's environmental policies...
 - a) Jobs refused to answer the question, as he usually did.
 - b) **Jobs simply repeated the same explanation he always gave.**
 - c) Jobs answered that the question was inappropriate.
 - d) Jobs gave a new point of view about the topic.
 - e)

6. When the narrator mentioned his health Jobs...
 - a) answered that he had beaten his disease successfully.
 - b) said that he had had a cancer operation.
 - c) gave a short answer with no more details.
 - d) **simply did not answer.**

7. In his everyday life, Steve Jobs...
 - a) **followed a well-established routine.**
 - b) did not follow a rigorous routine.
 - c) used to spend his time working in his office.
 - d) was constantly travelling to sell his products.

8. By defining Steve Jobs as “inscrutable and peculiar”, the narrator means that Jobs was...
 - a) a hard-working person.
 - b) a model for the business world.
 - c) a genius of this century.
 - d) **difficult to define.**

Prova Auditiva

IS HOLLYWOOD IN CRISIS?

In the following conversation you are going to hear some new words. Read and listen to them. Make sure you know what they mean

to market: promocionar

brand (movie): marca

appeal: atraure / atraer

neglected: desatès / desatendido

garbage: brossa / basura

assume: donen per fet / dan por sentido

Ready? Now read the questions on the following page. Read them carefully before listening to the conversation.

According to writer Mark Harris, Hollywood is in deep crisis. He says that the atmosphere in the movie-making capital of the world is so cautious that most executives are afraid to try new formulas. So moviegoers are left with a continuous repetition of the same titles. This year alone, Hollywood has produced "Spy Kids 4," "Final Destination 5," more "Harry Potter," more "Pirates of the Caribbean," more and more of what we've seen before. There are common themes that both filmmakers and **brands** return to, time and time again. In his book, Mark Harris asks: How did we get here? Today he has been invited to talk to reporter Barbara Walker about his recent article "The Day the Movies Died" and maybe he will be able to answer that question for us.

Now listen to the interview

BARBARA WALKER: Mark, welcome to our show and thank you very much for accepting our invitation to talk about the situation in Hollywood.

MARK HARRIS: Thanks so much for inviting me. It's a pleasure being here to talk to you and your listeners.

BARBARA WALKER: So how did we get here? In your book you say that Hollywood has almost completely lost interest in making any kind of movies for adult audiences.

Mr. HARRIS: Well, I think one of the reasons is that it now costs, in many cases, more **to market** a movie than it does to make the movie: up to \$40 to \$50 million for a regular studio movie, sometimes more for a big adventure movie. And because marketing is so expensive, the people who pay for it, that is, the advertisers, can decide what movies get made in the first place. And what they want are movies that are **brands**, and there's not a lot of room for adult dramas based on just the quality of the story.

BARBARA WALKER: I'm interested in the examples that you offer in your book, and I want you to explain something. You said the problem, that is, the fact that there are very few movies made for adult audiences can in part be found in one specific film, "Top Gun", perhaps the biggest success by Tom Cruise.

Mr. HARRIS: Exactly. A movie made in 1986. I think that that moment, the "Top Gun" moment, in the mid-'80s, was a moment when movies changed from being about the content to being about the image. In other words, if you put all the right elements together - the star, the noisy soundtrack, the special effects, the poster, and the slogan - you can actually make a movie that will **appeal** to the largest possible audience, a movie that isn't necessarily very good quality, but that a lot of people can identify with.

BARBARA WALKER: So after "Top Gun", what kind of movies stopped getting made? What kind of movies for adults are we missing? Could a movie like "Marathon Man" or "Taxi Driver" or "The Godfather" be made and be successful now?

Mr. HARRIS: Well, it actually can be very good business to make adult dramas, like 'The Godfather' if you make them for, say, \$40 million or less. You know, if you keep the cost under control, you can do very, very well. So, you know, even a movie like "The Social Network," still needs a movie studio to say yes to it and pay for it, and that's what's really hard right now.

BARBARA WALKER: There's another thing that I want to talk to you about before I let you go. You say that in these days, when marketing is everything, the audience is divided into groups

that are based on age and gender. And as I read that sentence, my goodness, it is so depressing to find out that women in Hollywood are basically treated like **garbage**.

Mr. HARRIS: It's absolutely true. If you're over 25, you're old. If you're under 25, you're not. You know, as someone who's much older than 25, I'm not happy about this either, but if you're a woman over 25, you're probably in the most **neglected** of those four groups. Movie producers really **assume** that unless there's a Sandra Bullock movie, moviegoers would probably rather stay at home. And it becomes a vicious circle because, of course, the fewer movies that are made for adults, the more people will stay home.

BARBARA WALKER: One more point before you go. We've heard that a sequel to "Top Gun", "Top Gun 2" is in production. Is that correct?

Mr. HARRIS: That's right, because all of the kids who loved "Top Gun" when they saw it in their late teens and early 20s are now the bosses in the studios. And that maybe is not such great news for those of us who love movies other than "Top Gun."

BARBARA WALKER: Mark, I'm afraid that's all the time we have for today. Thank you very much for this very interesting and entertaining chat.

Mr. HARRIS: Thank you.

Clau de respostes

1. How much does it cost to market a movie?
 - over \$50 million.
 - up to \$40 or \$50 million.**
 - under \$40 million.
 - between \$40 and \$50.

2. Who decides what movies get made?
 - The people who make adult dramas.
 - The studios who make big adventure movies.
 - The studios that want quality stories.
 - The people who pay for the marketing.**

3. Mark Harris considers "Top Gun" an important movie because...
 - it was one of Tom Cruise's greatest successes.
 - it had the right kind of soundtrack.
 - it represented a change from content to image.**
 - it was made for a large audience.

4. Mark Harris thinks that a movie like "The Godfather" would probably not be made today because ...
 - it might cost less than \$40 million.
 - it was less successful than "Taxi Driver".
 - it would probably cost too much money.**
 - it's not good business to make adult dramas.

5. According to Mr. Harris, the audience nowadays is divided into...
 - one group for age and one for gender.
 - four groups, based on age and gender.**
 - two groups: over 25 and under 25.
 - four groups, based on marketing.

6. According to the interview, which group is the most neglected?
 - Basically, Hollywood women.
 - Women who are over 25 years old.**
 - Women who are under 25 years old.
 - Adult women who stay at home.

7. **Movie producers believe that a lot of people would stay home unless...**
 - the movie shows a vicious circle.
 - the movie is made for a adult moviegoers.
 - Sandra Bullock plays a woman under 25.
 - there's a movie with Sandra Bullock in it.**

8. **Will there be a continuation of Top Gun?**
 - No, because the bosses in the studios are not interested
 - Yes, and it is very good news for kids and teenagers.
 - Yes, and that's bad news for those who love other kind of movies**
 - Maybe, because the kids who loved "Top Gun" are now the bosses.

SÈRIE 1

Prova Escrita

DEATH SITES: HOW TO LOG IN YOUR AFTERLIFE

1. The main topic of the text is about websites that...
 - a) delete your personal online data when you die.
 - b) organise your personal letters and personal documents.
 - c) help you to die in case you ask for it.
 - d) **keep your online profiles safe after your death.**

2. According to the text, a "posthumous online footprint" is ...
 - a) A funeral service that can be downloaded from the internet.
 - b) An online message that your friends can send you when you die.
 - c) **Any kind of personal online information that is kept after your death.**
 - d) A series of acts dedicated to honour your memory when you die.

3. When a user of one of these websites dies ...
 - a) All the user's archives are destroyed.
 - b) **The user's beneficiaries can access his /her online profiles.**
 - c) The website communicates the user's close friends the tragic ending.
 - d) The website page of the dead user is removed.

4. A "verifier" ...
 - a) **is sent by the website to certify the user's death.**
 - b) keeps all the user's data after the funeral.
 - c) makes sure that the user's annual fee is paid after the death.
 - d) downloads all the user's profiles to the legal beneficiaries.

5. A "memorial status" is a web service that...
 - a) keeps your profiles updated daily after your death.
 - b) allows anyone free access to your online legacy.
 - c) **allows your authorised friends access to your online messages.**
 - d) keeps everybody away from reading or downloading your online post.

6. Which of these sentences is TRUE?
 - a) **There is no site that gives out the passwords of deceased users.**
 - b) Microsoft provides access to all messages in a dead user's account.
 - c) Facebook provides legal advice on the deceased user's e-mails.
 - d) Gmail allows free access to a deceased person's account.

7. Jeremy Toeman's *Legacy Locker* site...
 - a) Gives everybody free access to your account once your death is certified.
 - b) makes a copy of all your e-mails and leaves it to your family after your death.
 - c) **makes all your digital posthumous legacy available to allowed people.**
 - d) contacts all your relatives and close friends to let them know your death.

8. According to the text, responses to the new "death sites" are:
 - a) sceptical.
 - b) indifferent.
 - c) neither positive nor negative.
 - d) **divided.**

Prova auditiva**LIVING IN GREENLAND**

In this radio programme you are going to hear some new words. Read and listen to them. Make sure you know what they mean.

ice sheet: capa de gel / manto de hielo

snowplows: màquina llevaneu / máquina quitanieve

dog sleds: trineus tirats per gossos / trineos tirados por perros

stink: fer mala olor / apestar

sniff: ensumar / oler

spare change: xavalla / calderilla

Northern Lights: Aurora Boreal

whistle: xiular / silbar

Ready?

Now read the following questions. Read them carefully before listening to the conversation.

JOURNALIST: With us today is Chris Ryan, a student of Spanish Studies at the University of Lleida, who grew up in one of the world's remotest nations, Greenland. Today we would like to learn more about Greenland and Greenlandic life.

Now listen to the rest of the interview.

JOURNALIST: Good morning, Chris.

CHRIS: Good morning.

Journalist: Why did you choose the University of Lleida for your studies?

Chris Ryan: Well, you know Greenland is all about ice. The ice sheet covers about 80% of the landmass. Spain is just the opposite: sun, sun and more sun. Besides, every summer holiday we took a vacation in Spain, because my grandparents used to live in Lleida.

Journalist: What is your experience of Europe?

Ryan: Europe has so much. It has trees and warm weather, which I'm not used to. I can't cope well with warm weather. So when I am in Spain, I feel it's really, really hot.

Journalist: But how hot is hot? Do you mean twenty degrees Celsius? What do you do when it's thirty degrees?

Ryan: I just can't deal with that kind of heat. I think twenty degrees is really hot for me. That's the temperature in summer in Greenland! In Greenland, you don't walk around in T-shirts and shorts and stuff like that. I always feel kind of uncomfortable if I have to dress for warm weather. I'm always hot in Spain. I've never been in Lleida in July when it's 35°! (laughs)

Journalist: How are the winters back home?

Ryan: Well, there's a lot of snow, and if there's too much snow, you can't go to work. In most parts of Spain, as soon as there're five centimeters of snow, everything stops, because people aren't used to driving around in the snow. But up in Greenland it would have to be really wild before anything closed. Snowplows are driving around all the time.

Journalist: What's the name of the town you lived in?

Ryan: Nuuk. It's the capital city. It's the largest city in Greenland. When I lived there it was about thirteen thousand in population, and I think now they're up to about fifteen thousand.

Journalist: Did you ever find it boring?

Ryan: Living up there? No. I don't think so, though we looked forward to our vacation in Spain, because in Greenland, movies and clothes are like a year back. When we came to Spain, we got the newest clothes. But I was happy in Greenland.

Journalist: And how do you feel about it now?

Ryan: Now I've lived in Spain almost as long as I lived in Greenland, and it's almost like another part of my life, because everything's changed, and there's so much more to do in Spain.

Journalist: Did you people in Nuuk drive around in snowmobiles shooting at wolves?

Ryan: Well, There weren't snowmobiles—well, there were, but mainly, there were dog sleds. We actually don't shoot wolves, but we used to shoot a lot of other animals for example, reindeer. In fact, in Nuuk, you're not allowed to ride a dog sled. You've got to go further north, because the dogs can be really dangerous.

Journalist: The sled dogs?

Ryan: Yes. There are not many places in the city where you can have your twelve dogs, because they are so dangerous. They are really cute as puppies, but they aren't treated as pets. They are work dogs. The owners, of course, respect them and love them. But you don't go out and pet them. Small children might get killed if they came too close.

Journalist: Did you go riding on dog sleds?

Ryan: No. No, I never tried it. In Nuuk, it's something the tourists do. But not a lot of us did, because we had to go to another city. And to go to another city, you had to take a helicopter—no roads.

Journalist: Was there a hospital in Nuuk? What would you do if you got ill?

Ryan: There's a big hospital, actually, with the latest equipment. However, emergencies are flown into Denmark, but it's a four-hour flight. So it has to be really bad to decide to fly to Denmark. Actually, in Greenland, doctors and nurses are often Danish. Because, I don't know, it seems there aren't enough Greenlandic doctors.

Journalist: Right, Denmark exports medical interns to Greenland.

Ryan: Yes, and there're teachers that go there, too. And also, I think that when you come up there as a Dane, it pays really well. And there are not many places to spend the money. But it's also a bit expensive to live in Greenland, for example if you want to get fresh vegetables. A cucumber can easily cost four or five euro!

Journalist: What's the strangest thing that you thought was normal, when you were growing up in Greenland?

Ryan: Well, there're some things, yeah! When you thought something was cute, like a little child, for instance, you took your nose to the little child, and you sniffed. And said, *iggu, igg*'.

Journalist: What does that mean?

Ryan: It means, yeah, *Yum, cute*.

Journalist: You smelled the kid. What else?

Ryan: On your birthday, they wake you up by shouting that you stink. Also, you are given a lot of spare change, and you throw your coins up in the air, and you yell, *Bagga*. And then all the little children get to collect the coins. Like if you had a *piñata* and candy, but in Greenland, it's money. I don't know why.

Journalist: Last recollections?

Ryan: In winter when we played outside there would often be Northern Lights. Which was both beautiful and frightening because it really made you feel so tiny, and also because we couldn't help ourselves testing the 'spirits' by whistling. A local myth says that the Northern Lights are dead spirits who are playing with a ball which is in fact a head—if you whistle while they play, they will come for you.

Journalist: That's very interesting. Thanks a lot, Chris. It's been a pleasure.

Clau de respostes

1. What makes Chris uncomfortable about the hot weather?
 - He's never hot in Greenland.
 - The way he has to dress for hot weather.**
 - He doesn't like wearing short or t-shirts.
 - He doesn't know; he's never been in July in Lleida.

2. According to Chris, what's the main difference between winters in Greenland and in Spain?
 - Everything stops in Spain if there's 5 cm of snow.**
 - There are no snowplows in Spain to take snow away.
 - In Greenland, people go wild when driving in the snow.
 - All shops close in Greenland when it snows.

3. Why did Chris like to go to Spain on holidays? Because...
 - it was almost as if he had always lived there.
 - he found Greenland boring.
 - films and clothes were not so updated in Greenland.**
 - he could meet her grandparents.

4. Why are you NOT allowed riding dog sleds in Nuuk?
 - Because dogs are dangerous; they are not pets.**
 - Because dogs are kept as pets.
 - Because a child was killed by a dog once.
 - Because dog owners do not respect them.

5. How do people travel from town to town in Greenland?
 - People have cars and bicycles.
 - People fly by helicopter.**
 - People ride on dog sleds.
 - People ride on reindeer sleds.

6. Why do Danish teachers and doctors go to work in Greenland?
 - It's only a four-hour flight to Denmark.
 - It's compulsory before working in Denmark.
 - The pay is not very high but life is not expensive in Greenland.
 - They are very well paid even if life in Greenland is expensive.**

7. Which two things does Chris mention as strange habits on your birthday in Greenland?
 - On your birthday, you ...
 - are sniffed and you throw coins in the air which children collect.
 - have a *piñata* with coins instead of sweets and you are said to stink.
 - are sniffed and you are said to stink.
 - are said to stink and you throw coins in the air which the children collect.**

8. Which is the local story behind the Northern Lights?
 - The lights are spirits who take you if you whistle while they play.**
 - The lights are heads playing football.
 - The lights are whistles that play with balls.
 - People should whistle when the lights die out.