



GOBIERNO DEL PRINCIPADO DE ASTURIAS

CONSEJERÍA DE EDUCACIÓN

Dirección General de Ordenación, Evaluación y Equidad Educativa

*ESCUELAS OFICIALES DE IDIOMAS DEL PRINCIPADO DE ASTURIAS*

# **PRUEBA ESPECÍFICA DE CERTIFICACIÓN DE NIVEL AVANZADO C1 DE INGLÉS. CONVOVATORIA 2021**

## **COMPRENSIÓN DE TEXTOS ORALES**

## **MODELO DE CORRECCIÓN**

## HOJA DE RESPUESTAS

EJERCICIO 1: AVOIDABLE BLINDNESS				Espacio reservado para la persona correctora
1	A	<u>B</u>	C	
2	<u>A</u>	B	C	
3	A	<u>B</u>	C	
4	<u>A</u>	B	C	
5	A	B	<u>C</u>	
6	A	<u>B</u>	C	
7	A	<u>B</u>	C	
8	<u>A</u>	B	C	
9	A	B	<u>C</u>	
10	<u>A</u>	B	C	

EJERCICIO 2: CHRISTMAS TV ADS		Espacio reservado para la persona correctora
1	<u>commissioned</u>	
2	<u>purchases</u>	
3	<u>shift in behaviour</u>	
4	<u>(high street) retailers</u>	
5	<u>advertise</u>	
6	<u>stand out</u>	
7	<u>expensive</u>	
8	<u>(good) returns</u>	
9	<u>hearts and minds</u>	
10	<u>go viral</u>	

EJERCICIO 3: AN END TO PACKAGING			Espacio reservado para la persona correctora
1	TRUE	<u>FALSE</u>	
2	<u>TRUE</u>	FALSE	
3	TRUE	<u>FALSE</u>	
4	TRUE	<u>FALSE</u>	
5	<u>TRUE</u>	FALSE	

**EJERCICIO 1****AVOIDABLE BLINDNESS***From PBS Newhour*

Listen to a radio interview. For items 1-10, choose the correct answer A-C. As in example 0. Only ONE answer is possible.

**DO NOT FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET**

**0. 2.5 billion around the world...**

- A are potentially blind
- B lack treatment for a visual condition
- C have been prescribed to use eyeglasses

**1. When he was 12 Andrew's teachers.....**

- A noticed that he had mobility problems
- B put down his low performance to his inattentiveness
- C immediately realised low vision was the reason for his learning problems

**2. Wearing his first pair of glasses....**

- A became a turning point
- B had no bearing on his future life
- C was a negligible experience for Andrew

**3. Andrew's decision to become an eye surgeon...**

- A was gradually made
- B was due to his social conscience
- C could have been accomplished in other locations

**4. When Andrew and his family moved to Kenya...**

- A they founded new health facilities
- B they had foreseen the local needs
- C they faced unsurmountable difficulties

**5. The field work in Kenya...**

- A was carried out by locals
- B was intended to be remedial
- C involved heavy investment in gear

**6. The newly created mobile technology...**

- A was bilingual
- B was meant for unskilled users
- C had a wider scope than previous devices

**7. The use of a mobile tool to diagnose visual problems....**

- A required a reliable infrastructure
- B could become easily widespread
- C was not viable due to the lack of facilities

**8. The community schools...**

- A provide on-site testing for students
- B have all their testing demands met
- C are regularly visited by medical staff

**9. The information provided by the Peek Acuity app....**

- A is strictly confidential
- B can only be issued by nurses
- C outlines children's visual ability

**10. The screening of children with avoidable blindness....**

- A has skyrocketed
- B will be gradually implemented
- C has been neglected by the government of Botswana

**EJERCICIO 2****CHRISTMAS TV ADS***From BBC Radio Four*

You will hear a radio interview. For questions 1-10, complete the sentences with one to three words as in example 0.

**DO NOT FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET**

- 0 Due to streaming a lot people are tuning away from ordinary TV.
- 1 A marketing company commissioned the investigation.
- 2 Mobile devices influence more than a half of the purchases made in Christmas time.
- 3 Advertisers need to rethink their media plan due to a shift in behaviour.
- 4 A lot of (high street) retailers depend on Christmas season for as much as 30% of their sales.
- 5 Regardless of your marketing options, you need to advertise Christmas.
- 6 TV is still a media source that allows you to stand out into the market.
- 7 Having a Christmas ad in the middle of a highly viewed program is bound to be expensive.
- 8 In spite of the amount of money invested retailers get (good) returns for it.
- 9 Capturing hearts and minds is one of the roles to be played by an ad.
- 10 The ultimate goal for an ad is to go viral .

**EJERCICIO 3****AN END TO PACKAGING***From BBC Radio in Four*

You will hear a podcast. For questions 1-5 circle the correct option (TRUE or FALSE) as in example 0.

**DO NOT FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET**

0.	Apeel is not apt for human consumption	TRUE	<u>FALSE</u>
1.	The extra peel speeds up the drying process of food	TRUE	<u>FALSE</u>
2.	Traditional cucumber packaging is rather less efficient than Apeel	<u>TRUE</u>	FALSE
3.	The quality of Apeel is expected to increase gradually	TRUE	<u>FALSE</u>
4.	American consumers can already buy cucumbers wrapped with Apeel	TRUE	<u>FALSE</u>
5.	Apeel is both economical and environmentally-friendly	<u>TRUE</u>	FALSE

## EJERCICIO 1

### AVOIDABLE BLINDNESS

Judy Woodruff: It's estimated that as many as 2.5 billion people around the world need prescription eyeglasses, but don't have them. Untreated (0B), we know poor vision keeps people from reaching their full potential.

Tonight's Brief But Spectacular features an eye doctor looking for new ways to solve the problem.

Dr. Andrew Bastawrous: When I was 12 years old, I was told by my teachers that I was a bit slow and that I wasn't paying attention (1B). And then I was taken for an eye test, where they found that I had really poor vision. And when I put on a pair of glasses, I saw that trees have leaves on them for the first time, and my life took a very different course (2A) as a consequence of something so simple.

I was aware that the thing that happen to me with a pair of glasses may not have been true if I have lived somewhere else. And so I wanted to become a doctor, which I then became, and then I became an eye surgeon and with this burning desire to change this injustice (3B).

Worldwide, there's 2.5 billion people, so one in three who need a pair of glasses and can't get them. There's 36 million people who are blind, four in every five of whom shouldn't be, because their cause of blindness is curable.

In 2011, I left my job as an eye surgeon in the U.K., and my wife and our 1-year-old son packed our bags and moved to Kenya. We went there because we wanted to really understand the needs of a large population. And to do it, we had to establish 100 eye clinics (4A) and, in the course of doing so, just realized how big the scale of the problem was, but also how much potential there was to change lives if this were done differently.

When I was working in the field in Kenya, I was taking 100,000 pounds' worth of eye equipment (5C) and a team of 15 people to understand why people couldn't see and what the causes were.

What we then started to do as Peek was creating mobile technology that could do the same assessments, but in the hands of non-specialists (6B). So, the first thing that we built was a vision test that could measure somebody's vision in any language.

And then we built a tool that would sit on the phone which would allow you to see inside the eye, so you could see the back of the eye and understand why somebody can't see.

When I was working in Kenya, it became apparent how many people had access to a mobile device (7B) I would go to places that had no roads, no electricity and no water, but in those same places, people had a mobile phone. An incredible doctor said to me: "In the community that I work, there are children in the schools who can't see. And when I send my nurse from the hospital to go and see them, she finds them, but she spends all day in one school (8A) to find around 5 percent of the children with a problem.

And I can no longer afford to send her because the clinic is too busy."

So we said, why don't we train teachers to do the same thing? And so teachers started using our Peek Acuity app to measure vision, to get a simulation of what that child could see (9C), and then it would automate a message to that child's parents, to the head teacher and to the hospital.

So, suddenly, everybody knew that child existed with a solvable problem. The first time we trialed it, 25 teachers screened 21,000 children in just nine days.

We then went on to scale that up to 300,000 children (10A) covering the entire district. The government of Botswana has shown incredible leadership and have committed to screen and treat every single schoolchild in the country, making them the first country in the world where an

entire generation no longer have to suffer this problem.

My name is Dr. Andrew Bastawrous, and this is my Brief But Spectacular take on eradicating avoidable blindness.

Judy Woodruff: So good to hear about that.

## EJERCICIO 2

### CHRISTMAS TV ADS

It won't be too long until the big TV ads like those on Marks and Spencers, Tesco and John Lewis hit the screens. But with more people tuning away (0) from traditional television viewing in favor of streaming and catching up, will these multi-million pound advertisements continue to be value for money for those who make them? New research suggests as we watch differently, the shops will have to advertise differently to keep us watching and keep us shopping. Gavin Sterrett is from the marketing firm which commissioned (1) the research.

-Consumer behaviour has changed dramatically. Mobile phones are devices that we're spending an increasing amount of time on. Half of us are spending three or more hours every day on our phone. And what that translates to Christmas time is that over 50 percent of shoppers are using their mobile device at some point to inform the purchases (2) that they're making. I think the Christmas TV ad on linear TV is far from being dead. But I think what this shift in behaviour suggests is that advertisers need to think about not just investing so heavily into getting the TV, let's say, during Coronation Street or The Expert or one of those high viewership programmes, they need to be thinking about how their media plan can reflect the shift in behaviour (3).

-As Gavin Sterrett from the marketing firm which commissioned the research Will Simon Gregory is from the advertising company Bartle Bogle Hegarty and they've been developing Christmas ads for years and indeed currently working on Tesco's Christmas TV campaign. Simon Gregory, first of all, how critical to retailers, especially at the most important time of people shopping, is the Christmas ad campaign?

-Hello, I think there's two ways to think about it, really. I think the first is how important is Christmas in itself to retailers. And as the report that Governor mentioned, it highlights that for some Christmas trading period is worth up to 30 percent of sales for many (high street) retailers (4). If you look at companies like John Lewis or say Argos, actually a lot of sales are weighted towards the second half of the year. So Christmas becomes a really important part. And I think in that context, however you market you have to advertise (5) Christmas, it's something that you have to get right unless you want to get all of your eggs into the basket behind. And I think in that light, TV becomes a really important place to be. There were so many people talking about Christmas, trying to sell different things at different times. You really want something that gives you the best chance to stand out (6) into the market. And TV is still one of those media ....sources of media that lets you do that.

-But as Gavin said, you know, if you want your advert in the middle of a very high viewing audience on linear telly like Coronation Street, it's gonna be expensive (7). So will campaign organisers be working out different ways of spending their money to get a bigger audience?



-He's right, in terms of it is a very expensive place to be. But the same point, you do see that TV has actually become more profitable for retailers over time as well. So although it has cost a lot of money to actually do you actually get **(good) returns (8)** for it as well. The way we talk to our clients is less about to TV or not to TV (Yeah), it's more about how do you make it work with all of the other channels. So I think one question is what role do you want in the Christmas ad to work actually at the time of the year? Do you want to use it to go *We've got some great sales on. Please come in and get them in-store* or would you rather be *Here's something I want* to capture **hearts and minds (9)** with, make you think about us for gifting and things like that instead? But you will always be working with online internet and social media channels to help at the same time as well.

-So ultimately, really, you want your ad to **go viral (10)** so that people pass it between themselves, don't you?

-I mean that's ...that's the goal, that's easier said than done. But I think that the thing that's so nice about TV is it's one of those platforms that lets you use storytelling, lets you use emotion, lets you use music and film production and things and so on. And increasingly, as you say, you do see people talking about the best ads on social and even media platforms, talking about them in the papers and so on. But I think it all comes back to if you can make an emotional connection people will always be much warmer, remember much more about your brands, and TV is one of the best places to do that.

### EJERCICIO 3

#### AN END TO PACKAGING

Ok, so we are all promising to use less packaging. Just a few days ago Sainsbury said it would get rid of half of it by 2025. A few weeks ago, Tesco promised to stop selling brands that use excessive packaging. Morrisons and M&Ms are using more loose fruit and veg. But they are all warning that some food won't last as long without a plastic wrapper - cucumbers are usually the example, but now Asda is trying a possible solution, it's an **edible coating called Apeel (0 FALSE)** Apeel was only approved for use in the EU in June but in America avocados coated in it are already on sale. The inventor of the coating, James Rogers from Apeel Sciences in California has given his first UK interview to us.

-Apeel uses materials that are found in every bite, every vegetable that you eat every single day, in order to create a water-based formula that we apply to the surface of fruit and vegs that adds a little extra peel. You can't see it, you can't taste it, you can't feel it but it's there and **it slows down the rate that the fruit loses moisture (1 FALSE)** and it slows down the rate that the fruit oxidises and the result is that fruit can last two, three, four times longer without the use of plastic packaging and without the use of refrigeration.

-How does it compare with the use of plastic?

-In the studies that we've done internally with Asda and others we see that **the product outperforms the flow wrap that's traditionally used in things like cucumbers (2 TRUE).**

-What have you done with your Apeel and Asda?

-Asda participated in a small trial that we sent mandarins from their supplier La Calera in Peru into the UK where the fruit was received and put all the way through the system and store shelves and a couple of our stores, and now Asda has picked some of the fruit from the stores and doing some holdbacks, and we are early on the test right now but the early measurements are suggesting that **we are gonna see dramatic improvements (3 FALSE)**. In fact, the fruit that arrived, even upon arrival from Peru, we are packing out or saving 150 bags of mandarins per pallet.

-So how was it labelled to people understand they were buying something with this tiny bit of extra Apeel on it?

-At this time this was an unlabelled trial because we haven't formally rolled out the product but that's something that of course as we roll out every peeled piece of produce is labelled.

-What about cucumbers then? Are you going to use it on them?

-We've already developed the product for cucumbers, **we're using that in the United States today although it hasn't been released commercially yet (4 FALSE)**. We are still waiting for regulatory approval from the EU around cucumbers before we'll be able to do that, but we're hopeful that will happen shortly.

-When I say it was approved for use in the EU in June was that just for...for what....oranges?

-The classification was for the categories of avocados, mangos, pineapples, citrus, pomegranates and bananas.

-There was this Apeel stuff more expensive than plastic....

-Ah, no, in most cases **it should...should be cheaper because of the reduced waste, there is less waste than they store (5 TRUE)** so the grocer needs to charge less to the consumer in order to be able to pay for the fruit.

DL: AS-00189-2021