

Lösungen

Freeway Allgemeine Ausgabe

Englisch für berufliche Schulen

(Ergänzung Saarland zu Titel 800041)

Additional Unit 1 Healthy living

1 a)

- In the first photo you can see a really big burger and a portion of chips. This photo shows us fast food as an example of unhealthy living.
- In the second photo we can see a young man sitting on a sofa. He has the remote control in his left hand and is obviously zapping from one TV programme to the next. This photo shows us how some people spend a lot of their time in front of the TV and don't take any physical exercise. This is another example of unhealthy living.
- In the third photo you can see a young lady doing some jogging or running in the park. She looks rather fit and attractive. This photo illustrates an aspect of healthy living: keeping fit by doing a form of physical exercise.
- In the fourth photo we can see a girl who seems to be having a healthy meal consisting of wholemeal bread, grapes, salad and tomatoes and fruit juice. This is also an example of healthy living: eating nutritious food.

1 b)

Example: I had cornflakes for breakfast, chicken and chips for lunch and some pea soup and bread for my evening meal. I walked to college. I went jogging in the afternoon. In the evening I went to a fitness studio.

1 c) freie Übung

2 a)

1. d); 2. g)/h); 3. a); 4. e)/b); 5. c)/f)

2 b)

mögliche Tipps:

- do some physical exercise whenever possible, e.g. walk or cycle to college
- eat only three meals a day – and the in-between snacks should be small
- be careful to drink enough water
- don't spend so much time in front of the computer or TV
- try doing a sport but take a friend with you
- avoid fast food

2 c)

In the cartoon I can see two men jogging. The man on the right seems fit and healthy. The man on the left, however, seems to have problems with his weight and can't keep up with the other man. The man on the left has a sign on his back which reads "Danger – wide load". This sign can often be seen on lorries which are transporting a wide load. The cartoon wants to show us in an amusing way how a lot of overweight people try to solve their problem.

3 a) 1. TN; 2T; 3F; 4F; 5T; 6T; 7T

3 b)

Reasons why the police arrived on the scene	Reasons why people came to the party	Lessons to learn	Solving the problem
party got out of hand / drunken teenagers fighting in the street	people heard about it through the Internet (Facebook)	teenagers shouldn't advertise their parties on the Internet / government must do something to fight binge drinking	better policing / raise the price of alcohol in the supermarkets / more campaigns to inform teenagers of the dangers of drinking

3 c)

- In a small northern town two teenagers wanted to have a party. Unfortunately about 200 uninvited teenagers arrived and not just the twenty who were invited. Most of the unwanted guests were drunk and started to cause trouble outside the house when they couldn't get into the party. The situation got so bad that the police had to come and restore order by arresting some of the drunk and disorderly youngsters.
- All this happened because two teenagers who held the party had advertised it on the Internet on a Facebook page. This attracted a lot of unwanted guests to the party.
- One obvious lesson to be learnt is that teenagers should not advertise their parties on the Internet. Then only invited guests get to know about the parties. A second lesson is that the government must do something to fight the alarming increase in binge drinking and its consequences in the UK.

3 d)

- Facebook is an example of a social networking site. Here people can exchange news and information about themselves and others. Users of a social networking site can communicate with one another easily.
- A stepfather is not your real father. He is the man that your mother married after her relationship with your real father ended.
- Binge drinking means drinking so much alcohol that you are no longer in control of what you are doing. Nowadays young people often go out at the weekends and drink a lot of alcohol. As a result they often become drunk and disorderly.
- Vandalism means damaging other people's property. It can range from destroying bus shelters or writing graffiti on walls to vandalising private property.
- Policing takes place when the police are on the streets or at an event. They are present to supervise the situation and, if necessary, to act accordingly.
- A charity can be an organisation, like Oxfam for example, which collects money (donations) from people and uses this money for a good cause (helping people in developing countries for example).

3 e)

Ein verstärkter Einsatz der Polizei kann jedoch nicht die einzige Antwort sein. Die Wohlfahrtsorganisation „Alcohol Concern“ verlangte, dass es einen Mindestpreis für Alkohol geben sollte, um die Billigverkäufe in den Supermärkten zu unterbinden. Diese günstigen Angebote ermutigen nur die jungen Leute, Alkohol zu kaufen und im Übermaß zu konsumieren. Darüber hinaus hat das Gesundheitsministerium bereits eine Kampagnenserie gestartet, die sich an junge Alkoholkonsumenten richtet. Eine Sprecherin sagte dazu: „Wir wollen sicherstellen, dass junge Leute nicht die Patienten oder die Kriminellen der Zukunft werden, nur weil sie zu viel Alkohol getrunken haben.“ Ein wesentliches Ziel der Regierung ist es, junge Menschen über die Gefahren übermäßigen Alkoholkonsums aufzuklären. Diese Aufklärung findet an den Schulen und Universitäten im ganzen Land statt. Vorfälle wie derjenige in der kleinen Stadt im Norden dienen als perfektes Anschauungsmaterial.

3 f)

Possible arguments for:

- teenagers won't be able to get hold of so much alcohol
- reduce addiction to alcohol
- reduce binge drinking and crime rate

Possible arguments against:

- banning something does not solve the problem
- teenagers will get alcohol from other sources
- more attention should be given to information campaigns

3 g)

Immediate effects of alcohol	Long-term effects of alcohol
loss of memory slurred speech loss of balance blurred vision	liver damage brain damage alcohol addiction heart problems

3 h)

In the advertisement you can see a prison from the inside. You can see a long cold corridor with prison cells on the left and on the right. Under the photo there is a slogan "Alcohol can change your life more than you think". This information advertisement wants to make people aware of the consequences of excessive use of alcohol. It is a frightening warning to all of us.

3 i)

Possible key-points:

- long-term effects – medical advice (consequences of drinking excessively)
- short-term effects – social advice (consequences: crime leading to prison)

4 a)

Emma	Will	Anonymous	Carol
16-jährige Tochter geht am Wochenende lange aus	Gesundheitsproblem	17-jähriger Sohn, Drogenkonsum	19, nicht schlank / übergewichtig
erzählt der Mutter nicht, wohin	stressige Arbeit	Cannabis und Tabletten im Zimmer	verschiedene Diäten ausprobiert
trinkt viel Alkohol – wohl in Clubs oder Kneipen	keine Zeit, um sich fit zu halten	kapselt sich in seinem Zimmer ab	nimmt nach den Diäten wieder zu
macht Lärm, wenn sie nach Hause kommt	hörte vor drei Monaten auf, Fußball zu spielen	möchte nicht mehr mit den Eltern sprechen	alle Freundinnen sind schlank
bleibt den nächsten Tag im Bett	hat zugenommen		Freundinnen haben Freunde
möchte das gute Verhältnis nicht belasten	fühlt sich nicht fit		
	keine Zeit für den Besuch eines Fitnesscenters		

4 b)

Clares Mutter macht sich Sorgen, da die 16-jährige Clare am Wochenende lange ausgeht, ohne ihrer Mutter zu sagen, wohin. Die Mutter vermutet, dass sie in Clubs oder Kneipen viel Alkohol trinkt, da sie viel Lärm macht, wenn sie nach Hause kommt und am nächsten Tag im Bett bleibt. Emma hat ein gutes Verhältnis zu ihrer Tochter und möchte dieses nicht riskieren, indem sie sich bei ihrer Tochter beklagt.

Will hat seit drei Monaten gesundheitliche Probleme, da er einen neuen Arbeitsplatz hat, der ziemlich stressig ist und ihm keine Zeit lässt, sich fit zu halten. Will hat bis dahin Fußball gespielt, aber nun hat er zugenommen und fühlt sich nicht fit. Er würde wohl auch in einem Fitnesscenter trainieren, aber dazu fehlt ihm die Zeit.

Die namentlich nicht genannten Eltern machen sich Sorgen um ihren 17-jährigen Sohn, von dem sie annehmen, dass er Drogen nimmt. Sie haben nämlich in seinem Zimmer Spuren von Cannabis und merkwürdige Tabletten gefunden. Sie haben Angst, dass dies erst der Anfang ist und dass er später härtere Drogen nehmen wird. In den letzten Monaten hat ihr Sohn sich in sein Zimmer zurückgezogen und scheint nicht mehr mit seinen Eltern sprechen zu wollen.

Carol ist 19 und empfindet sich als übergewichtig. Sie hat schon verschiedene Diäten ausprobiert, aber im Anschluss nimmt sie doch immer wieder zu. Sie ist frustriert, weil alle Freundinnen schlank sind und keine Probleme haben, einen Freund zu finden.

4 c) Advice to the four people

Emma's mother

Try to start talking to your daughter. Take her out for an evening or go to a café with her during the daytime to discuss your relationship with one another. Then you could talk about alcohol but be careful not to lecture her. Try and find something for her to do in the evenings, maybe sports or something creative.

Will

Your problem seems to be a time management problem. Try to get some exercise whenever you can. Maybe you could cycle to work and back. Do some exercise in your breaks and try to keep to a nutritious diet. Avoid fast food! I'm sure you will feel better and lose some weight.

Anonymous

You have to try and find a way and a place where you can talk to your son openly and honestly. Try taking him out and talk about drugs in general. Hopefully, he will open up and you can reach a solution to the problem.

Carol

Weight seems to be your problem. Try eating normally. Try eating 3 normal meals a day. Avoid all fast food and the in-between snacks. You could also try going to a fitness studio to do some sports. But take a friend with you – it's always easier when you have a friend in the same situation.

4 d)

1. delinquency (line 6)
2. anonymous (line 47)
3. trace (line 39)
4. overweight (line 55)
5. complain (line 17)
6. moan (line 20)

4 e)

This article tells us that there are several software programs called apps which can help people fight their addictions by giving them practical tips. The article presents us with the example of smoking addiction and informs us of an app which gives some simple tips on fighting this addiction.

Additional Unit 2 Advertising (Exam Preparation)

1 a)

1. d); 2. c); 3. a); 4. e)

1 b)

1. T; 2. F; 3. T; 4. T; 5. F

1 c)

1. appliance (line 6)
2. to double (line 13)
3. creator (line 22)
4. recent (line 43)
5. to switch (line 44)
6. mobile (line 10)

1 d)

1. digital (line 2)
2. increase (line 9)
3. to order (line 5)
4. to pull (line 17)
5. background (line 50)
6. online (line 4)

1 e)

1. As mobile Internet connections have doubled in the last five years and this trend will probably continue, a lot of advertisers have turned to this medium to promote their goods.
2. The author describes the difference between push and pull advertising in the second paragraph. Firstly, he informs us how pull advertising works. Here the user has to look for the information about a specific product by using the Internet. When he finds what he wants he has to then click onto a special link. The next stage is the push. Here the advertiser sends the advertising message to the user who has "pulled" through e-mails, SMS or RSS feeds.
3. The term "multi-tasking" is described in the text in the following way. When many people watch TV, they switch to the Internet during the commercial breaks. They then surf the Internet while the TV is still on. This type of multi-tasking is becoming increasingly popular and so the advertisers have reacted to this trend by linking their advertising campaigns to both the TV and the Internet.
4. A media mix in advertising seems to be a very successful way to reach potential customers as a recent survey found out. This survey found out that about 40% of TV viewers switch to the Internet while either watching TV or just having the TV on in the background. Moreover, the survey found out that more than half of these "multi-taskers" go online to look for a commercial that they found interesting on TV.

2 a)

- | | |
|------------|--------------|
| 1. present | 4. subscribe |
| 2. connect | 5. consume |
| 3. create | 6. integrate |

2 b)

1. have changed
2. increased
3. are watching
4. will become

3

Possible arguments for:

- people with a criminal intent can easily exploit the Internet
- our consumption behaviour is often exploited in an unhealthy way and can lead to addiction
- children are easily influenced and can get caught up in criminal areas

Possible arguments against:

- difficult to control internationally
- advertising is often very informative
- advertising allows the consumer a freedom to choose what he/she wants and at the right price

4

The diagram shows us the development of the share of advertising revenue of the different media from 1990 to 2010. While the share of radio and magazine advertising remained stable over the years, broadcast TV and especially newspapers lost their share of the market. On the other hand outdoor advertising and cable TV gained a share of the market. The winner in the race for the advertising dollars was the Internet which only started advertising in the 1990s and already reached a market share of about 15% in 2010. So we can see a move away from the traditional media towards the so-called new media.

5

In the cartoon we can see a person sitting at a desk and looking at his computer screen. In the first step he is clicking to view his basket and find out what articles he has put in it. In the second step he goes to the checkout to pay. Finally, he gets the message to untick or not to untick boxes so that he will or won't receive e-mail marketing. The sentence is complicated and full of negatives that the poor user doesn't really know what to do and tells himself just to keep calm and not panic. The cartoon wants to show us how difficult it is to avoid e-mail advertising which often lands in our spam files.

6**Advertisement 1:****a)**

(Example:)

The advertisement for Newcastle shows a colour photo of the Millenium Bridge and some high-rise buildings in the background. At the bottom of the photo we can read the name of the city in big letters. Around the photo there are four icons of means of transport (plane, lorry, ship, train) in each corner. Each of them seems to be heading for Newcastle. The heading says: "Is your company heading in the right direction?" In small print you can find an e-mail contact address at the bottom.

b)

This advertisement seems to address business leaders who are looking for a suitable location. It tries to convince them by different means: The buildings and the bridge underline that Newcastle is a modern city which can offer space for businesses. The means of transport symbolize the attractivity of the city with regard to its location. It can be accessed easily and seems to be situated perfectly. The heading intends to raise doubts about future decisions for other locations. Hold on for a while and think about Newcastle! That is why we find the name of the city with an exclamation mark. The e-mail address helps potential businesspersons to get into contact with the city and its development agency.

Advertisement 2:**a)**

On the top half of the advertisement we can see a photo of female workers in a developing country. They are working in a field and seem to be relatively happy. On the bottom half of the advertisement you can find two sentences, "Make people smile" and "Keep trade fair".

There is also a smiley symbol on the bottom right of the advertisement.

b)

Our attention is caught firstly by the way the advertisement is divided up – half the advertisement is taken up by a photo and the other half by two sentences and a smiley. By looking at the photo more closely our interest is awakened and we realize that the workers are women in a developing country. The desire to "purchase the product" is strengthened by the slogan "Make people smile. Keep trade fair". We all want people to be happy and help people in developing countries. Through the association with the well-known brand "Fairtrade" we can do this by buying Fairtrade products.