

Aufgaben

Exam Practice 3.1 S. 184

You will hear opinions on the result of the Brexit Referendum from five British people, who are currently living in Europe.

Complete the sentences in English. Write down at least two details from each person's comment.

1. *Jo Chipchase, 44, photographer, Granada, Spain:*
Jo wouldn't want to go back to the UK with her children, because ...
2. *Tim Moss, 57, Professor of Urban Infrastructure, Berlin, Germany:*
Tim is very sad about the result of the referendum, because ...
3. *Paul Reynolds, 43, househusband, Dublin, Ireland:*
For Paul's children, Brexit could mean that ...
4. *Denise Hope, 67, retired translator, Italy:*
As a pensioner, she is worried about her health insurance, because ...
5. *Gemma Middleton, 43, film producer, Valencia, Spain:*
She and her youngest son would give up their British citizenship without hesitation, because ...

Exam Practice 3.2 S. 185

Due to their ever increasing purchasing power, children are an important target group for the advertising industry nowadays. In this excerpt from a report you will hear first Paul Robinson's and then Bo Victor Nylund's opinions on the subject.

1. Why, according to Paul, has the subject of adverts targeted to children become a more important problem? (2 details)
2. How do advertisers normally deal with rules? (1 detail)
3. What does he think of the laws regarding advertising targeted to children in his country? (2 details)
4. Which link does he challenge? (1 detail)
5. According to Bo, what should the population be taught about nutrition? (1 detail)
6. What do companies want to achieve through advertising? (2 details)
7. What should companies inform their customers of? (2 details)
8. What is Michelle Obama trying to achieve in the US?

Lösungen

Exam Practice 3.1 S. 184

1. ... she doesn't want to live near people who voted for Brexit who might insult her for living in Spain. She is also worried that her sons will be picked on because they speak Spanish to each other.
2. ... he has had to apply for British-German citizenship, even though he never thought he would do that. He is also sad because it will be harder for British and German academics and researchers to work together, especially if Britain leaves the European Research Council.
3. ... they have to wait in a longer queue when they are going on or coming back from holiday. They might also not be able to go to school or university in Britain.
4. ... she doesn't know if she will still have access to a health cover after Brexit. She doesn't trust the UK government and thinks that they could leave her high and dry without health cover in Italy.
5. ... it wouldn't bother her at all, and her youngest son's friends are all Spanish and he is already more Spanish than English.

Exam Practice 3.2 S. 185

1. Children have access to more technology and see more adverts. Parents cannot control which adverts they are exposed to.
2. They push the limits and maybe also go beyond the limits.
3. They are sensible and they are strict.
4. The link between the growth of obesity and the abuse of advertising.
5. You shouldn't eat fast food every day/you should have a balanced diet.
6. To advance their product and services.
7. What exactly the customers are buying, and what it is doing to them.
8. To get TV adverts to convince kids to eat healthier food.