

ENGLISCH

LESEVERSTEHEN

SERIE 1/3



Kandidatennummer

Name

Vorname

Datum der Prüfung

PUNKTE UND BEWERTUNG	Erreichte Punkte	/ Maximum
Task A		/ 15
Task B		/ 10
Total		/ 25

Die Experten



Erlaubte Hilfsmittel: Wörterbuch

Zeit: 25 Minuten

A



Children find food wrapped in McDonald's packaging "six times tastier"

Children find food in McDonald's packaging up to six times more appetising than the identical snacks in plain wrappers, research shows. The study, designed to measure the power of advertising, revealed that boys and girls as young as three found food tastier when they thought it was made by a big **1).....** The phenomenon is not just restricted to fast foods, with youngsters finding that milk and carrots were tastier when they believed they had been bought at McDonald's.

The research, carried out at Stanford University in the US, comes amid growing concern about the influence of advertising on children's health. Child obesity rates have trebled over the last 20 years, with 10 per cent of six-year-olds and 17 per cent of 15-year-olds now obese. By 2050, half of all primary school-age boys and a fifth of girls could be so overweight that their health is at serious risk. Experts have warned that **2).....** the Government acts now, an entire generation faces an old age troubled by heart disease, cancer, diabetes and other diseases brought on by obesity, with today's children dying at a younger age than their parents. Since April, as a consequence junk food manufacturers have been banned from advertising their products during TV programmes targeted at under-16s. However, critics claim the ban doesn't go far enough and point out that manufacturers are increasingly advertising on the internet.

During the study, the researchers asked children aged between three and five to rate five foods for tastiness. Each child was given two samples of each food, one in McDonald's packaging and one in plain wrapping. **3).....** than the packaging, the samples were identical. The researchers said that if the children weren't influenced by branding, they would find both samples equally tasty. However, this was far from the case, with the McDonald's-wrapped food judged far more appealing. The "McDonald's" fries were judged tastier by six times as many children as found the plain packaged chips more appetising. Chips and chicken nuggets carrying fast food branding were also deemed more tasty. Even milk and carrots, foods not traditionally associated **4).....** McDonald's, were considered more appealing when carrying the chain's logo. Further analysis showed that the link was strongest among children who ate fast food more often and among those with more than one TV set at home. Writing in the journal *Archives of Pediatrics & Adolescent Medicine*, the researchers said that previous studies had shown that children as young as two are aware of brands.

Clever branding could also be used to encourage children to eat fruit and vegetables. The Child Growth Foundation said the study underlined the importance of teaching **5).....** the youngest children about healthy eating. It also feels that gaudy, colourful packaging is tremendously attractive, and if it could do the same with broccoli, it would be wonderful. In the meantime McDonald's says it is actively trying to promote healthy food to children.

Punkte

TASK A1 (5 POINTS)

Read the article about “Children find food wrapped in McDonald’s packaging ‘six times tastier’”.
Choose the best expression to fill each gap – A, B or C.
For each answer, put the correct letter on the right.

			Put the letter here ↓	
1.	A type	B mark	C brand	
2.	A unless	B if	C when	
3.	A More	B Rather	C Other	
4.	A to	B by	C with	
5.	A also	B even	C to	

TASK A2 (10 POINTS)

Read the article “Children find food wrapped in McDonald’s packaging ‘six times tastier’” again.
Answer the questions below. Write key words only.

1.	Which foods did the children find less appetising?	
2.	What has the government restricted?	
3.	What was the same about the samples the children were given?	
4.	Brand packaging influences children who:	a) b)
5.	Using colourful packaging can help children to:	

B
(10 POINTS)

Punkte

Look at the list of part-time courses below.**Decide which course (A–H) would be most suitable for each person (1–5).****Write the letter on the line on the right. Don't use any letter more than once.**

- A** Texts from the past can teach us a lot about history. This course explores 16th century writers like Shakespeare. Classes are from 6.00–9.30 p.m. Monday to Friday. Some theatre trips included.
- B** This course introduces you to the work of some of the greatest writers in the world today and helps you to understand some difficult texts. There will be opportunities to choose writers that interest you for further study. Classes are on Tuesday and Friday from 7.30–9.30 p.m.
- C** In this course you study the history of art, paintings and sculptures from ancient times to modern-day. Students will explore how art was produced throughout history. The course is on Thursday and Friday evenings and some classes include visits to local museums.
- D** With experienced writers helping you, you will learn how to create characters and use descriptive language in your own texts. You will gain practice in specific areas such as story writing. Classes are on Tuesday and Thursday from 1.30–3.30 p.m.
- E** This advanced course is for anyone hoping to make progress with their painting. It includes trips to local gardens and forests so you have the opportunity to work outdoors. Classes are from 1–5 p.m. Monday and Wednesday.
- F** No experience is necessary on this basic painting and drawing course, which includes demonstrations and practical advice. Learn to draw animals, flowers and people in a relaxing atmosphere. Classes are from 7.30–9.30 p.m. Monday and Thursday.
- G** This course is for experienced artists who would like to develop their skills and experiment in a range of creative areas including drawing, sculpture and printing. Classes are on Tuesday and Friday from 2–5 p.m. and are held in the art studio.
- H** This course provides students with a broad understanding of the history of art from ancient times up to today. The course is on Saturdays from 1–4 p.m. and includes talks by professional artists and visits to museums.

Put the letter here ▼

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| 1. Norma has painted for many years and would like to improve her skills. She is interested in a day-time course that will allow her to paint pictures in the countryside. | |
| 2. Susie's main hobby is reading and she wants to learn more about the work of important modern novelists. She can only attend class in the evening. | |
| 3. Hank has always been interested in art and he would like to learn more about the work of well-known artists from the past. He is only free at the weekend. | |
| 4. Linda has always enjoyed reading novels and one day she would like to write her own. She is looking for a day-time course to improve her writing skills. | |
| 5. Bobby wants to take an art course in which he can learn different techniques. He needs a course for beginners that is in the evening. | |