

ENGLISCH

LESEVERSTEHEN SERIE 1/3

LÖSUNGEN



Kandidatennummer

Name

Vorname

Datum der Prüfung

PUNKTE UND BEWERTUNG	Erreichte Punkte	/ Maximum
Task A		/ 20
Task B		/ 5
Total		/ 25

Die Experten



Erlaubte Hilfsmittel: Wörterbuch

Zeit: 30 Minuten

A

Read the following text and the instructions on the opposite page.

Bricks ain't what they used to be as Lego "develops mobile phone"

By Sean Poulter



The internet image appears to show a mobile phone with Lego-like snap-on parts.



Leaked images of what appears to be the world's first Lego mobile phone have appeared on the internet. The brightly coloured Alcatel phone has been styled to look as if it were built of red, blue and yellow Lego bricks.

To date, the company has avoided any announcements on plans to offer a mobile phone, raising suspicions that the images of the Alcatel device may be an elaborate joke. Any decision to use Lego to promote mobile phones to children would be highly controversial, especially considering the possible impact of the technology on young children's brains. The French government has recently announced a ban on the marketing of mobile phones to children.

But Lego is hoping to tap into the trend for hi-tech toys among children. The company has formed a partnership with Las Vegas firm *Digital Blue* to manufacture a range of Lego-based electrical goods which are a world away from its traditional toy bricks. The fully functioning range of gadgets also includes alarm clocks and a so-called "boom box" – an all-in-one CD and radio player. The new products are aimed at children between seven and eleven years. The full range is set to hit British stores this summer and items will cost between £ 14 and £ 40. Exact specifications have yet to be released.

Digital Blue boss Tim Hall said: "The line features fully functional digital cameras, MP3 players, walkie-talkies and USB drives that appear to be built from classic Lego bricks. We're extremely proud to team up with Lego, a highly regarded brand among generations of parents and kids throughout the world." It is part of a wider drive to update the image and appeal of Lego, which was founded in Denmark in 1932 and has been seen in some quarters as old-fashioned.

There was something of a row two years ago when Lego executives decided to allow its characters, such as Star Wars Storm-troopers and Batman villains, to carry replica guns for the first time. The change was at odds with the original philosophy of the product, but came about as part of a commercial decision to tie the Lego name to the latest blockbuster films.

Lego provoked controversy when it launched Star Wars toys complete with play guns. Quite different from the old days where Lego advert from 1960 showed children making plastic people and houses. Jill Wilfert, vice-president of licensing for Lego Group, claimed, "Our entrance into the youth electronics space will enable our fans to express themselves through photos, videos and music, while displaying their enthusiasm for one of the world's all-time favourite toys," she said. "It will help bring the Lego brand to life in an all-new way for its fans."

Derived from the Danish words "leg" (play) and "godt" (well), the company's play-well concept has turned it into one of the world's most famous brands. It is estimated that children around the globe will spend close to five billion hours a year playing with Lego products.

TASK A1

(12 POINTS) (2 points for each correct answer)

Punkte

Tick the best answer – A, B or C.

1. Pictures of the Lego mobile phone were . . .

- A part of a promotional campaign.
B put on the internet by an unknown source.
C shown at a trade fair.

2

2. Advanced technology for children . . .

- A is known to damage their brains.
B is a part of Lego's brick toy tradition.
C is becoming very fashionable.

2

3. Lego's gadgets . . .

- A aren't really made from the classic bricks.
B have an image problem among today's parents.
C are designed for the teenage consumer market.

2

4. Problems arose a few years ago when Lego . . .

- A characters were seen in blockbuster films.
B started producing real weapons.
C changed their traditional product philosophy.

2

5. Lego . . .

- A will offer new ways for children to show their creativity.
B fans still prefer plastic people and houses from the 1960's
C had problems entering the new electronics market.

2

6. Lego's "leg godt" concept . . .

- A is used by over 5 billion children every year.
B has made it an international success.
C is used by other global companies.

2

TASK A2

(8 POINTS) (1 point for each correct answer)

Punkte

Read the article below. Choose the best expression to fill each gap – A, B or C.
For each answer, put the correct letter on the line on the right.

**Sydney 14 hours, Zurich and New York:
nine hours of work for an iPod Nano**



When it comes to global **1)**..... power, the Big Mac index has been famous. It is used to compare prices of a Big Mac in countries by calculating a local price level. Now UBS bank has published a table showing how long someone **2)**..... to work to earn enough money to be able to buy an iPod Nano. An average wage-earner in Zurich and New York can buy a Nano from an Apple store after nine hours of work. **3)**..... the other end of the spectrum, workers in Mumbai need to work 20 nine-hour days – roughly the equivalent of one month’s salary – to purchase an iPod Nano. The iPod Nano is well in reach of most Australians **4)**..... they only need to work 14 hours to buy one.

The study also determined that **5)**..... have to work a global average of 37 minutes to earn enough to pay for a Big Mac, 22 minutes for a kilo of rice and 25 minutes for a kilo of bread. For the first time, a non-food product was **6)**..... in the study to compare working hours.

Long working hours in the Middle East and Asia – shortest in France

People work an average of 1,902 hours per year in the surveyed cities but they work **7)**..... longer in Asian and Middle Eastern cities, averaging 2,119 and 2,063 hours per year respectively. Overall, the most hours are worked in Cairo (2,373 hours per year), followed by Seoul (2,312 hours). People in Lyon and Paris, by contrast, spend the least amount of time at work according **8)**..... the global comparison: 1,582 and 1,594 hours per year respectively.

14 hours
work for an
iPod Nano.

Put the letter here ↓

1.	A buyer	B purchasing	C sell	B	1
2.	A must	B need	C has	C	1
3.	A In	B On	C At	C	1
4.	A if	B as	C when	B	1
5.	A employers	B employees	C employment	B	1
6.	A using	B used	C use	B	1
7.	A much	B more	C so	A	1
8.	A with	B to	C by	B	1



B (5 POINTS) (1 point for each correct answer)

Punkte

Read the best seller list for Teen Topics.
Decide which book (A–H) would be suitable for each person listed below.
Write the letter on the line on the right. Do not use any letter more than once.

Teen Topics; Top 10 Best Sellers

- A** *Fighting Invisible Tigers: Stress Management for Teens:* Teen years can be very stressful; high school, hormones raging, preparing for the future. Learn 10 helpful techniques. Breathing exercises, time management, family and friends, and much more.
- B** *Debt Information for Teens: Tips for a Successful Financial Life:* Explains the differences, advantages, disadvantages and problems linked to ‘plastic cards’, what to do if you lose your credit card and much more.
- C** *Teen Problems-Teen Addictions:* Information for teens and their families on addictions to alcohol, nicotine and other things. Summarizes key issues of addictions without using scare tactics. Useful addresses and hotline numbers.
- D** *Feed your head: Some Excellent Stuff for Being Yourself:* Perfect guide for surviving and thriving in the stress of teen life. Lots of comments from young people, great cartoons, bold graphics.
- E** *Cyber Savvy Teens: Learn How to Use the Internet Safely and Responsibly:* Useful information for teens and their parents on the benefits and the dangers of the internet. Useful tips on what to do if problems arise.
- F** *Life Lists for Teens: How-tos for Growing up, Learning and Having Fun:* Experts provide tips, hot line numbers and suggestions for readers who need advice. Includes topics like staying safe and how to avoid bullies.
- G** *Dealing with Chat Room Bullies:* Facebook, Twitter and other chat rooms can be fun but not always. Learn about the problems chatters have experienced. Useful tips on what to do when chat rooms become a nightmare.
- H** *Growing money: Complete Investing Guide for Young Teens:* It shows how to control your money, record your income, deal with withdrawals and savings. Explains how to increase your savings interest. Colourful cartoons and charts.

People looking for the right book

Put the letter here ↓

1. Betty is having trouble coping with school, weekend job, friends and lots more. She wants to hear what other teenagers say.	D.....	1
2. Kerstin is in her last year of high school and doesn't know what to do after graduation. Lack of time, nervousness – she needs to calm down before she goes crazy.	A.....	1
3. Darin wants to set up his own Myspace entry, but first he has to convince his parents he knows what he's doing.	E.....	1
4. Bobbie Jo just spent all of her salary on a “shop-til-you-drop” weekend. She needs help before next pay day.	B.....	1
5. Cody's parents are worried. His marks are falling, he's getting more aggressive. They're worried that he's drinking and hanging out with the wrong crowd. They need advice.	C.....	1

