

ENGLISCH

LESEVERSTEHEN SERIE 3/3



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.

Teenage girls face dangers online – Internet



When it comes to the Internet, teenage girls are extremely computer-smart, but also emotionally vulnerable and disturbed by how frequently they are exposed to sexual content online, according to a study called *The Net Effect: Girls and New Media*. It researched the lives and Internet experiences of 1,246 girls, aged 13 to 18. Researchers said they considered these girls to be “smart”, “fun”, and “social”, and most agree that girls who do not spend time on the computer risk being regarded as unqualified for good jobs in the future. Girls use the Internet as a way to express intense emotions and build social self-confidence, and said they find their online experiences mainly positive, empowering and safe.

However, the study, in which multiple answers were allowed, found that sometimes they rely too much on their own judgment in making decisions about how to behave online. When asked how they know what is safe or unsafe behavior on the Internet, 84 % used their personal judgment; 51 % mentioned learning from parents; and four percent said “nothing is that bad online because it’s not really real.” Unfortunately for some teenage girls, relying on their judgment does not always protect them.

The *Net Effect* found that 30 percent of those answering online reported that they had been sexually harassed in a chat room while only seven percent informed their mothers or fathers about the harassment. This was because the majority feared their parents would overreact and ban them from using their computers altogether. In addition to this most girls try to avoid pornographic sites, calling them “disturbing”, but say they are frequently spammed or end up on these sites accidentally. In addition, they didn’t consider online crime a problem because it is in cyberspace.

“Girls are extremely aware of Internet dangers, but feel that parents underestimate their level of awareness about online risks,” explains Whitney Roban, lead researcher of the study. One of the key findings was that girls wanted adults fully to understand their online lives. “Girls want to continue to enjoy the benefits of the Internet, and they want to do it safely.”

Girls admit that they think they can do many inappropriate things online without their parents’ knowledge. 86 percent said they could chat in a chat room with their parents’ knowledge; 57 % could read their parents’ e-mail; and 20 % could carry on a cyber affair. While girls report rarely entering into cyber romances, they often think about cyber friendships. They usually don’t discuss these feelings with their parents because they fear they won’t be understood. At the same time, most girls think they are “too smart” to do bad things, but feel that they deserve more trust from their parents.

TASK A1
(12 POINTS)

Punkte

Now tick the best answer – A, B or C.**1. Teenage girls . . .**

- A are well protected from disturbing sex-sites.
B tend not to get emotionally involved over sexual content on the Net.
C are bothered by how often they encounter sexual material on the Net.

2. Computer-smart girls . . .

- A seem to feel Internet isn't so dangerous.
B find jobs easily.
C have better social skills but are too emotional.

3. When deciding on the best Internet behaviour . . .

- A 16 % use their personal judgment.
B more than half got advice from their parents.
C many felt the Internet was only a fantasy world.

4. Researchers found that . . .

- A many girls were afraid to tell their parents about porn sites.
B the girls didn't realise there were real criminals on the World Wide Web.
C harassment in chat rooms hardly ever happened.

5. Cyber intelligent girls say they . . .

- A would like to enjoy more intense online lives.
B underestimate their parents' knowledge of the internet.
C aren't as stupid as their parents think they are.

6. Cyber love affairs . . .

- A aren't too popular with teen girls.
B are a reality for many teenage girls.
C seem to be tolerated by a majority of parents.

**TASK A2
(8 POINTS)**

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.



The unwelcome gift: Marketing and cross-cultural differences

Westerner consumers appreciate unexpected promotional gifts more than **1)**..... East Asian counterparts, according to a new study in the Journal of Consumer Research. People from other cultures react differently towards a surprise, **2)**..... to researchers. A research team explored different cultural responses to promotional gifts, such as gift cards, mugs, snacks, t-shirts, etc.

The authors did four studies in which participants received a gift for participating in a survey. Some of the participants knew about the gifts before participating, **3)**..... others were surprised. Participants from the United States enjoyed the surprise more than participants in Taiwan, Singapore, Vietnam, and Hong Kong no matter what kind of gift **4)**..... was. **5)**..... does this happen? For Westerners, an unexpected gift makes them feel they have control over their environment. For East Asians, an unexpected gift **6)**..... predict bad luck. The authors suggest that presenting the surprises as “good luck” or “good fortune” will help East Asians’ to enjoy it more. Their final experiment involved approaching bookstore customers in California and Hong Kong and asking them to participate in a short survey. People who accepted were **7)**..... they would be given a gift as a token of appreciation. Half of the participants entered the “Lucky Game” to win the gift. The other half received the gift without participating in the game. East Asians enjoyed the gift more when the gift was related to luck.

“Marketers often use pleasant surprises to influence consumers’ brand evaluations and purchase decisions,” the authors write. “Unexpected marketing activities should **8)**..... cross-cultural differences.”

Put the letter here ↓

1.	A the	B those	C their
2.	A saying	B according	C suggesting
3.	A so	B when	C while
4.	A there	B that	C it
5.	A When	B Why	C Where
6.	A can	B should	C has to
7.	A told	B said	C announced
8.	A think	B consider	C suggest



B (5 POINTS)

Punkte

Below you find a list of office files (A–H) in a manufacturing company. Decide which file each person (1–5) should look at. Write the letter on the line on the right. Do not use any letter more than once.

A	Sales Figures
B	Customer contact information
C	Complaints about faulty goods
D	Product details
E	Publicity expenditure
F	Service agreements
G	Shipping
H	Human Resources

People looking for files	Put the letter here ↓
1. Mr Buchanan had a complaint from a customer about a late delivery and now has to find some missing documentation to forward an export order.
2. Ms White wants to check the financial resources she has. She can find this information in the advertiser’s quotation for the campaign she is planning.
3. Ms Gardener needs to know the exact measurements of the new desks she is selling.
4. Mr Bowman, one of the company’s service engineers, needs the e-mail address of a regular client.
5. Mrs Kelly wants to compare how well two successful products are performing before she has to attend a quality circle meeting.

