

READING

PART 1

You are going to read a newspaper article about English. Choose from the list (A-H) the sentence which best summarises each part (1-6) of the article. There is one extra sentence which you do not need to use. There is an example at the beginning (0).

- A Brand names can remain unchanged because they are not affected by the law.
B Large companies will be punished as an example to others.
C Some existing advertising campaigns will have to change completely.
D Several adverts will be the same all over the world, apart from in France.
E Many people can see the funny side of the situation.
F A new law has come into force banning the use of foreign languages in French public life.
G Small companies have already had to pay large fines.
H The new law has created an atmosphere of anger among some advertisers.

France says "non" to English

French limitations on the use of foreign languages are causing a stir in the advertising world

0 F [ ] 4 [ ]

One of the first casualties in France's war on English words - which became official at the beginning of July with the passing of the Toubon law - was the French state-owned car company Renault. The law, backed by France's minister for culture, bans the use of foreign words in all walks of French life.

Other advertisers are very angry about the law. One said, "It's complete madness. It's like King Canute trying to hold back the waves." He added that French is sometimes not suitable in advertising.

1 [ ]

It will mean the kiss of death for the current television campaign running in France for the Renault Clio. The final advertisement in the Renault campaign featured a Russian talking about how good the Clio is in his native language, with a French translation running in letters below.

5 [ ]

The most interesting battle is yet to come. McDonald's say they can still use English because trademarks are not included in the ban. So Big Macs and McNuggets can stay. McDonald's also point out the little known fact that "cheeseburger" is a brandname owned by them. McDonald's could, if they wanted, sue anybody for using the name cheeseburger. For some companies, however, the ban means nothing. Levi's, the US jeans manufacturer, already treats France differently. A spokesman said, "We very rarely use any English. We translate everything." He explained that France was an exception even before the new law. "There has always had to be a translation into French. The difference now is that any English text must be matched by a French one of the same size."

2 [ ]

Another casualty is the Hugo Boss men's clothing advertisements which feature a "Men At Work" theme, and is the same all over Europe. Now this phrase has to be translated, making the advertisement the same in every European country - except France. Another company which is suffering is Nike. They will no longer be able to use their "Just Do It" phrase, because translated into French it just isn't the same.

6 [ ]

But while many companies don't like to admit it, it looks as though the law will be thoroughly enforced, with the large multinational corporations being punished if they do not obey the law, to act as a warning to smaller companies.

3 [ ]

Most advertising agencies are resigned rather than angry. One agency has produced a humorous guide full of translations of Anglo-American business and marketing phrases which, while exact, are nonsense. "We've printed 5,000 copies, and already we're running short," said the agency owner.

PART 2

You are going to read an extract from a novel. For questions 7-13, choose the answer (A, B, C or D) which you think fits best according to the text.

When I was a little boy I had a passion for maps. I would look for hours at South America or Africa or Australia and lose myself in the glories of exploration. At that time there were many blank spaces on the earth, and when I saw one that looked particularly inviting on a map I would put my finger on it and say, "When I grow up, I will go there." The North Pole was one of these places, I remember. Well, I haven't been there yet, and shall not try now. Other places were scattered all over the globe. I have been to some of them, and ... well, we won't speak about that. But there was one - the biggest, the most blank, so to speak - where I wanted to go.

In fact, by that time it was no longer a blank space. It had got filled since my boyhood with rivers and lakes and names. It had ceased to be mysterious, a white patch for a boy to dream over. The map now showed a mighty big river, forests, mountains. The river was like a snake, with its head in the sea and its body curving over a vast land. Then I remembered that a big company traded on that river, and to do this they needed lots of steamboats. Why shouldn't I try to get charge of one?

So I started applying to the company, which was a new departure for me. I was not used to getting things that way. The men said, "My dear fellow ..." and left it at that. I then wrote to my aunt who had friends high up in the company. She was determined to make a lot of fuss to get me appointed captain of a river steamboat, if that was what I wanted.

I got my appointment, of course; and I got it very quickly. It appeared that the company had received news that one of their captains had been killed by natives. It was only months and months later when I tried to recover the body that I found out why.

The incident concerned a disagreement over two hens. The captain thought that he was wronged in a bargain over the hens and attacked the chief, whose son killed him. The natives left the village believing the death would bring bad luck. What became of the hens I don't know. So, it was through this glorious affair that I got my appointment, before I had really begun to hope for it.

- 7 Why did the writer like maps as a boy?
A He liked all the details on them.
B He liked to dream about exploring.
C He liked to think about the people living in the places shown.
D He liked their shapes.
8 How would you describe the writer's childhood feelings when he looked at the "blank spaces" (line 3)?
A He was fascinated.
B He was frightened.
C He was disappointed.
D He was bored.
9 How had the biggest blank space changed?
A Some of the cities had changed names.
B It had changed shape.
C New towns had been established.
D It had been explored, and details were now marked on it.
10 How did the company react to his initial requests for a job?
A They hired him immediately.
B They contacted his aunt.
C They didn't do anything.
D They told him to wait a few months.
11 How did he finally get the job he wanted?
A He kept asking the company.
B He asked a relation to help him.
C He went to another company.
D He asked an acquaintance to help him.
12 Why was there a vacancy for a new captain?
A Because the company had just got a new ship.
B Because the last captain had been killed.
C Because the last captain had suddenly left.
D Because the last captain had gone on strike.
13 Why did the local people leave the village?
A Because they thought the incident would bring disaster.
B Because they could not raise hens there any more.
C Because they were afraid the ship would come back.
D Because their chief had forced them to do so.