

Uhl

II) LISTENING COMPREHENSION

- 1 You hear two friends talking about a book.  
What does the boy like about it?  
☒ A It's short. ✓  
☐ B It's educational.  
☐ C It's amusing.
- 2 You hear a man talking about family holidays as a teenager.  
What part did he find most enjoyable?  
☐ A the journey  
☐ B being outdoors  
☒ C watching films ✓
- 3 You hear two friends talking about a hotel they stayed in.  
What do they agree about?  
☒ A Its location was convenient. ✓  
☐ B The staff were friendly.  
☐ C The room was comfortable.
- 4 You hear a woman talking about a new film.  
How did she feel after seeing it?  
☐ A confused  
☐ B frustrated  
☒ C sad ✓
- 5 You hear a woman telling a friend about her job in a supermarket.  
What was she doing there this morning?  
☐ A working on the checkout  
☐ B filling the shelves  
☒ C serving at the fish counter ✓
- 6 You hear a man talking about a band he saw at a concert.  
What is he critical of?  
☐ A the image of the band  
☐ B the quality of the music  
☒ C the length of the show ✓
- 7 You hear a sports instructor giving advice.  
Which sport is he talking about?  
☐ A sailing  
☒ B swimming ✓  
☐ C skating
- 8 You hear a woman talking about being at university.  
What surprised her about it?  
☒ A how quickly time passed ✓  
☐ B how much money she spent  
☐ C how many friends she made

~~12/14~~  
14/16

## II) READING COMPREHENSION

**Apple faces its 'Nike moment' over working conditions in Chinese factories**

*Apple contractor Foxconn raises wages by 25% after reports of long hours for the hundreds of thousands of staff in China*

**Charles Arthur and agencies**  
**20 February, 2012**

- 1 Apple is having a "Nike moment", a problem that Nike had in the 1990s when its use of cheap labour in the Far East was discovered, one of the inspectors of Apple's Chinese suppliers has said.
- 2 Speaking to ABC News' Nightline programme, Ines Kaempfer of the US Fair Labor Association (FLA), which is inspecting the Foxconn assembly plants used by Apple in China, said: "There was a moment for Nike in the '90s when they got a lot of negative publicity. And they weren't the worst. It's probably like Apple. They're not necessarily the worst; it's just that the publicity is starting to increase. We call it the 'Nike moment'."
- 3 Foxconn, which is one of Apple's main contractors, said on Monday it had raised wages by up to 25% after some workers committed suicide in 2011. There were also reports of long hours for the hundreds of thousands of staff.
- 4 It is the second big salary increase in less than two years at the world's largest electronics contract manufacturer, where workers' conditions have been closely inspected.
- 5 Apple asked the FLA to carry out the inspection. The FLA aims to end sweatshop conditions in factories.
- 6 The continuing reports of deaths and distress at Foxconn have created a publicity problem for Apple. So far Hewlett-Packard, Microsoft and Dell, which also use Foxconn for assembly work, have not commented on their use of its factories.
- 7 Tim Cook, Apple's Chief Executive, says that the company takes working conditions very seriously and that every worker has the right to a fair and safe work environment.
- 8 Foxconn, which has its headquarters in Taiwan, employs about 1.2 million workers at a small number of plants in China, which are run with almost military discipline. Staff work for six or seven days a week and for up to 14 hours a day.
- 9 The workers assemble iPhones and iPads for Apple, Xbox 360 video game consoles for Microsoft, and computers for Dell and Hewlett-Packard. Foxconn is one of China's largest single private employers.
- 10 Since 1 February, Foxconn's staff receive 1,800-2,500 yuan (\$285-395) a month, the company said.
- 11 "This is the way capitalism is supposed to work," David Autor, an economist at the Massachusetts Institute of Technology, told *The New York Times*. "As nations develop, wages rise and life theoretically gets better for everyone."
- 12 "But in China, for that change to be permanent, consumers have to be willing to pay more for their goods. When people read about bad Chinese factories in the paper, they might have a moment of outrage. But then they go to Amazon and only want to pay the lowest prices."
- 13 Nike faced an outcry in the 1990s when independent reports revealed sweatshop conditions at a number of its suppliers. Continued protests changed its mind.
- 14 Foxconn also wants to limit working hours. The pay rises are compensation for workers' reduced overtime, Company Spokesman Simon Hsing said in a statement. Foxconn said it was co-operating with the FLA inspectors, promising again to provide a safe and fair working environment.
- 15 In 2010, suicides at an enormous Foxconn complex in the southern boomtown of Shenzhen drew attention to the stress of many young workers.
- 16 At that time, the company denied that it ran assembly lines that were too fast and demanded too much overtime, but it soon announced two pay



## I) READING COMPREHENSION

risers that more than doubled basic salaries to up to 2,000 yuan a month.

- 17 In February, dozens of workers assembling video game consoles climbed to a Foxconn factory roof in the central Chinese city of Wuhan and some said they would jump to their deaths because of a disagreement with the company.

- 18 *The New York Times* reported that workers were happy about the pay rises and overtime limits, but some were unsure they would cause much real change.

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**4 Comprehension check**

Choose the best answer to these questions.

1. Which bad business practices is the article about?  
☒ a. cheap labour and bad working conditions ✓  
☐ b. suicides and stress  
☐ c. capitalism and consumers
2. Which countries / regions does the article specifically refer to?  
☒ a. India and China ✓  
☐ b. the Far East and Europe  
☒ c. the US and China ✓
3. What is the business relationship between Foxconn and Apple?  
☐ a. Foxconn's products are put together at Apple's factories.  
☒ b. Apple's products are put together at Foxconn's factories. ✓  
☐ c. Foxconn supplies parts for Apple products.
4. Why is Foxconn being investigated?  
☐ a. because there are too many workers in their small factories  
☐ b. because workers haven't been paid for the work they have done  
☒ c. because working conditions in their factories are so bad that some workers have killed themselves ✓
5. Which other global companies do business with Foxconn?  
☐ a. Nike and Dell ✓  
☒ b. Dell and Microsoft ✓  
☐ c. Nike and Hewlett-Packard
6. How are consumers to blame for the workers' conditions at Foxconn?  
☐ a. We buy from Amazon and not directly from Apple.  
☒ b. We want to pay the lowest prices possible for our electronic goods. ✓  
☐ c. We buy too many electronic goods.

18/18

1 st school test

4 AHELT/4AHELI

26 November 2012

IV) Write an article about advertising . Write about the pros and cons as well as some of the tricks and techniques. ( 250 - 300 words )

# HTBL u. VA. ST. PÖLTEN

Schuljahr: 2011/12

Vor- und Zuname: Christian Wirt

Klasse: GAHEL

Kat.-Nr. 18

## 1. Schularbeit

aus Englisch

am 26. 11. 12

### Aufgabe:

IV) ~~So~~ Since ~~the~~ <sup>day</sup> ~~antique~~ advertising is practiced.  
Roman tavern holders paid shankers to go around  
in ~~the~~ town praising the beer of the available  
in the tavern. In <sup>the</sup> Middle ~~ages~~ <sup>ages</sup> weapon producers  
put ~~the~~ some of their weapons over the entrance.  
~~Advertising was practice~~ Because of the success  
advertising was practiced ~~of~~ again and again  
from blacksmiths to ~~mobile phones~~ <sup>big</sup> companies  
like Apple or Microsoft nowadays.  
„See & sell“ This is probably the core of most  
advertising ~~elements~~. If you drive along a street  
nearly every second advertisement ~~&~~ shows a  
pretty woman in a <sup>sexy</sup> ~~sex~~ ~~more sexy~~ outfit.  
Those images are eye-catching and ~~mostly~~ <sup>often</sup>  
used in common with short, catchy slogan s. ~~For~~  
~~the~~ The attention is caught with a woman and  
a catchy slogan I tells the purpose of the product.  
Another popular trick of advertisers is ~~and~~ the factual

60/60

STR



exp.

style, which is used in advertisements for toothpaste or other tooth-cleaning products. Those advertisements are, or pretend to be, ~~science~~ factual. A scientist is shown in a white coat with glasses emphasizing the product in a scientific way. The consumer often believes in science <sup>the</sup> <sup>shown</sup> resulting in a buying of the product. <sup>The man or woman in the advertisement</sup> ~~It~~ doesn't need to be a real scientist, he or she just has to look like one.

CR

his  
is

Other advertisements <sup>feature</sup> ~~are~~ emotional ~~stories~~ stories, for example the first car, the first kiss or a scene with laughing babies. The consumer has own associations <sup>to</sup> the scenes creating an emotional bond with the product. Since the brain stores information in association with feelings, emotional advertisements stay in people's <sup>1</sup> memories for the longest time.

gr.

~~Advertisements tell the people which product they should buy. Through different tricks and techniques they advertisements suggest what products ~~that~~ people should buy, developing the public taste. ~~This~~ This is useful for <sup>the</sup> economy because if more people are buying, the economy is rising. ~~Often~~ This often leads to buying things people don't need, which also has to be recycled at one time. For companies advertising is the only way to stay alive. It's the only way~~

to bring the product to the customer.

The costs of advertisements are enormous.

~~As~~ McDonald's for instance spent ~~200~~<sup>in 2010</sup> over a billion dollars on advertisements. Through advertising some jobs are created but the ~~big~~<sup>monthly</sup> profit is ~~often~~ given to the manager or executives which ~~get~~ ~~become~~ very rich.

Advertising is a big business nowadays but it <sup>depends</sup> heavily ~~on~~ the economy, which is in my opinion not a good thing. Only the big companies ~~are~~ are making profit with advertising and they get the money from the middle class.

Q2  
Q4

Sels put

(: Since antiquity advertising has been practiced.

These images are eye-catching and often used in common with short, catchy slogans.

The attention is caught with a woman and a ~~catchy~~ slogan which tells the purpose of the product.

A scientist is shown in a white coat with glasses