

MULTIPLE CHOICE

1 Queen of the Canal

Read the text about Venice's gondolas.

- Then choose the correct answer (A, B, C or D) for questions 1–7.
- Write your answers in the spaces provided.
- The first one (0) has been done for you

Queen of the Canal

Despite the wide variety of boats on Venice lagoon, there's one that symbolises the city more than any other: the gondola. Weighing some 600 kg, about 11 m long and between 1.38 m and 1.42 m wide, its flat bottom makes this vessel ideally suited to the often-shallow lagoon waters. Venice and its lagoon were granted UNESCO World Heritage status in 1987, in part because for centuries the city has "largely retained its original character". Founded in the fifth century, Venice consists of 118 small islands. The city became a major maritime power in the 10th century. Water covers around 62% of the city areas, with 175 canals stretching 38 km. In the 16th century, some 10,000 gondolas travelled the Venetian canals. Today, there are fewer than 500.

Gondolas are a practical mode of Venetian transport. They were first officially documented back in 1094 and since 1562 have only been permitted in black. Some gondolas shuttle passengers across the canals. Special copper coins were once produced to pay for canal crossings. Today, it costs €2. Gondolas for hire – the *da nolos* – are available for longer journeys.

Founded in 1884, Tramontin and Sons still supplies gondolas to royalty, the government, city leaders and even the Venetian police. Roberto Tramontin manages the company's boat-yard in the Dorsoduro district, which specialises in restoring and repairing vintage gondolas as well as building new ones. The shipbuilder's motto is: "We can progress by remembering the past." The firm's founder, Domenico Tramontin, learnt his craft from Casal ai Servi, whose gondola workshop is now a museum. Domenico recognised the then out-of-favour boat style's potential and opened his own boatyard.

His gondolas were more elegant than the run-of-the-mill, with broader sterns to distribute the gondolier's weight more evenly. Both changes were so popular that even his competitors used them. Today, Roberto Tramontin works exclusively to order.



"My gondolas are all made to measure because each one is tailored to a gondolier's weight," says the boat builder. "I use measurements from the 15th century. They're very practical because they don't have decimal points." The master craftsman is training apprentices to keep up the family tradition since none of his daughters plans to continue the business.

Nowadays, many gondolas are mass-produced due to cost. One such gondola is priced at around €20,000. By contrast, a handmade model from one of the old, established shipyards costs around €35,000 with a construction time of up to one year. Master boat builders with small boatyards called *squeros* are the real heroes of their craft. Only the highly skilled gondolier builders called *Maestro d'Ascia* (master of the axe) or *squeraroli* fully understand the intricate art of making Venetian gondolas, which has been refined over hundreds of years.

A classic gondola consists of seven types of wood and around 280 individual parts including the *fero*, the *cavai*, the *fórcola* and wooden decorations adorned with gold leaf. The eye-catching metal decoration at the front of the gondola originally served as a counterweight but nowadays is purely decorative. It also represents the city of Venice. Its upper section is reminiscent of the headwear worn by the Doge, or chief magistrate, of old Venice. Its six prongs represent the city's districts.

0 Why are gondolas perfect for Venetian canals?

- A The gondolas do not make any noise.
- B They can pass through narrow canals.
- C The body of the boat is not deep.
- D They move through the canals the fastest.

1 How many gondolas does Venice have at the moment?

- A More than 10,000.
- B Not even 500.
- C More than 500.
- D Around 10,000.

2 What law is there about the gondolas?

- A They can only be painted in one colour.
- B Gondoliers need a document to work.
- C They are only allowed to transport people.
- D The ticket price must not be higher than €2.

3 What does the shipbuilder Tramontin do apart from producing new gondolas?

- A He donates gondolas to museums.
- B He builds miniature gondolas.
- C He organises gondola races.
- D He fixes older gondolas.

4 Why were Domenico Tramontin's designs the best?

- A He used the latest technology to build the boats.
- B His gondolas were the most expensive.
- C Other gondola makers copied him.
- D They needed the fewest repairs.

5 Why does Tramontin offer teaching to young people?

- A It is an Italian law.
- B He is the only expert.
- C His children have no interest in the firm.
- D He wants to train as many gondola builders as possible.

6 What is one reason why gondolas are so expensive?

- A The rent of the boatyards costs a lot.
- B The materials have to be imported.
- C Many workers have to be paid.
- D They take so long to build.

7 What is the function of the golden part of the gondola?

- A It makes the gondola prettier.
- B It makes it easier to steer the gondola.
- C It shows the owner's wealth.
- D It shows tourists that this is a taxi boat.

0	1	2	3	4	5	6	7
C							

13

Believe It or Not

◎ MULTIPLE MATCHING ◎

You are going to listen to Helen speaking about British superstitions.

- First you will have 45 seconds to study the task below, then you will hear the recording twice.
- While listening, match the sentence beginnings (1–7) with the sentence endings (A–J).
- There are two answers that you should not use.
- Write your answers in the spaces provided.
- The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.



0	It is common knowledge that some people ____.
1	One of Helen's relatives believes that one negative event will ____.
2	Splitting matches is thought to ____.
3	Her parent taught Helen that it is bad luck to ____.
4	Most British people know not to ____.
5	You are supposed to raise your arm if you ____.
6	Walking on the gaps in the street is said to ____.
7	A useful piece of advice is not to ____.

A	use a weather-related item inside
B	be followed by others
C	bring rain
D	pass beneath a piece of equipment
E	stop future unlucky actions
F	cause injuries
G	fear a certain date
H	travel past a specific place
I	place unused footwear on furniture
J	make a person you think of luckier

0	1	2	3	4	5	6	7
G							

LISTENING COMPREHENSION

18

Beard World Championships

You are going to listen to Nick speaking about an international event.

- First you will have 45 seconds to study the task below, then you will hear the recording twice.
- While listening, match the sentence beginnings (1–9) with the sentence endings (A–L).
- There are two answers that you should not use.
- Write your answers in the spaces provided.
- The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.



0	Recently Nick has been encouraging men to try ____.
1	This year's Beard Championships has attracted ____.
2	The night before the competition there is a ____.
3	The competition starts with men presenting ____.
4	The "oriental-themed" moustache is ____.
5	There is one competition where there are ____.
6	The people who choose the champions are ____.
7	An interesting part of the Championships is the variety of ____.
8	When caring for your beard, you should not use ____.
9	Nick likes to look after his moustache using ____.

A	products designed for damaged hair
B	former beard contestants
C	a moustache that grows beyond the face
D	beauty products
E	normal hair washing products
F	fans of the competitors
G	the semi-finals
H	their best well-kept, little moustaches
I	very few regulations
J	the competitors' outfits
K	social event
L	multinational competitors

0	1	2	3	4	5	6	7	8	9
D									

Tipps zur Textsorte

a. Definition

Ein Artikel ist ein Text zu einem Thema, der zur Veröffentlichung bestimmt ist (z. B. in einer Jugendzeitschrift). Man schreibt den Artikel, um die Leserschaft zu unterhalten, zu fesseln, zu überzeugen. Ein Artikel wird auch sehr häufig für Wettbewerbe geschrieben und ist ein selbständiger Teil einer Publikation.

b. Aufbau

- **Titel (title):** Plakativ; muss packend, fesselnd sein!
- **Einleitung (introduction):** Sollte etwas Reißerisches haben, damit man das Interesse der Leserschaft weckt.
- **Hauptteil/3 Absätze (3 main paragraphs):** Die einzelnen Absätze beinhalten immer einen *topic sentence*, der in Folge erklärt und erweitert wird.
- **Schluss (conclusion):** Zusammenfassung oder offenes Ende; man hinterlässt der Leserschaft etwas zum Nachdenken.

c. Kennzeichen eines Artikels

- Man muss sich über seine Leserschaft im Klaren sein. (Who am I writing for? Jugendliche, Lehrer/innen oder ...?)
- Man muss sich über den Zweck des Artikels Gedanken machen. (Ist es eine Beschreibung, eine Information, ein Ratschlag?)
- Packende Titel können sein:
 - eine rhetorische Frage: "Is Weight-lifting Bad for Our Health?"
 - direkt an Leser/innen gerichtet: "What You Have Always Wanted to Know About ..."
 - eine Serie von Hauptwörtern: "Austria's Cultural Heritage"
 - mit schmückenden Adjektiven versehen: "Luscious Lollipops for Cool Kids" (hier mit Alliteration)
- Jeder Absatz beginnt mit einem *topic sentence*.
- Man verwendet rhetorische Fragen.
- Man spricht Leser/innen direkt an ("you").
- Verwendetes Vokabular sollte hohes Niveau haben.
- Man schreibt formell oder informell, je nach Leserschaft.
- Man schreibt jedoch nicht überemotional.
- Man schreibt für eine breitere Öffentlichkeit.

d. Model task

In your local English café, "Shakespeare & Co.," you have seen an English magazine reaching out to its readers.

"We are planning a series of articles on the effects of new technology on our lives. We would like you, the readers, to write us an article. The best article will win a brand-new iPad."

You have decided to send in an article.

In your **article** you should:

- point out how important technology is in your job or school work
- comment on how the Internet has affected your life
- argue if recent technological changes are for better or worse

Give your article a **title**. Write around **250 words**.



Technology – a curse in disguise

The technological revolution is full of paradox: it has enabled us to communicate more easily, yet it is killing the art of conversation. It has supposedly freed up more time for leisure, yet it has caused us to become slaves to our work.

If I didn't have a mobile phone I wouldn't be able to respond to the demands of my job. My clients would abandon me and my boss would sack me. So, regrettably and much to the annoyance of my family, it is switched on 24 hours a day. I can spend whole weekends without saying a word to my husband or the children, either because I am on the phone or because they are too angry to want to speak to me.

My attitude to the computer is equally ambivalent. Thanks to my laptop I can reply to clients' emails from the comfort of my hotel room almost as soon as I have received them. But the faster I work, the greater my clients' expectations become of me and consequently the more pressure I create for myself.

Even in the home environment the computer seems to create more problems than it resolves. My husband and I have now got into the dubious habit of doing our supermarket shopping on the Internet. This cuts us off from human contact and turns us into antisocial, overweight couch potatoes.

All of this leads me to the firm conclusion that mobile phones and computers should all carry a government health warning: technology can seriously damage your health and your personality.

Interesting **title**:

to attract readers' attention and engage their interest

Introduction:

strong **opening paragraph** to encourage reader to go on reading

BP¹ 1: mobile phone

D² 1: effects on job

D 2: effects on family life

BP 2: the Internet

D 1: effects on job

D 2: consequences

BP 3:

D 1: shopping

D 2: lack of human contact

D 3: lack of exercise

Conclusion:

leaving the reader something to think about

260 words

¹BP = bullet point = Aufzählungszeichen; ²D = detail

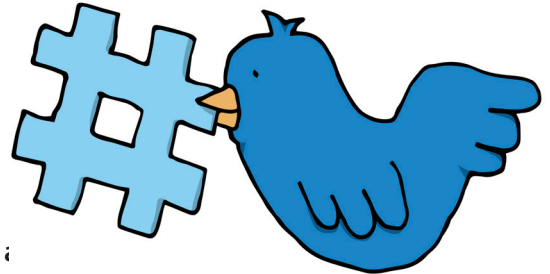
1 Are You One of Them?

Apple wants to hear from their target audience. They want to know how young people use social media and apps. Therefore they have asked teenagers to write articles giving these details. The best ten articles will win a smartphone.

You have decided to take part in the competition.

In your **article** you should:

- comment on your personal use of apps
- give reasons for people following anyone on social media
- inform Apple about why young people use social media and



Give your article a **title**. Write around **250 words**.

2 Famous Product Names

An alternative youth magazine would like to publish young people's opinions on brands. Therefore they are organising an article competition on this topic. The first prize is a one-year subscription to the magazine.



You have decided to send in your views.

In your **article** you should:

- discuss which brands are popular in your age group
- outline how important it is to your peers to buy brands
- explain your personal shopping habits

Give your article a **title**. Write around **250 words**.

3 Moped on the Go

Two international entrepreneurs want to introduce Moped-on-the-Go in your region. They want future users to evaluate the business concept. They are offering one year's free use of a moped as a prize for the best contribution. You have seen the following advertisement on their website.

Moped-on-the-Go

Just book it, drive it, park it. You can always find a vehicle in your area. You pay by the minute. You go from A to B, park it again and that's that. It's fun, saves money and helps the environment. Could there be a better way to budget your transport costs?



You have decided to send in your ideas.

In your **article** you should:

- comment on the business concept
- state whether young people would make use of this offer
- discuss whether Moped-on-the-Go would be successful in your area

Give your article a **title**. Write around **250 words**.

4 Successful Selling Strategies

Every second year there is an international training firm fair. Your future CEO has asked you to write an article on successful selling strategies for the ACT (Service Centre for Austrian Training Firms) website in preparation for your work in a training firm next year.

In your **article** you should:

- state what you already know about sales talk
- outline some negotiation strategies sales persons use
- point out what to do with difficult customers

Give your article a **title**. Write around **250 words**.

