

**ŠKOLSKO NATJECANJE IZ ENGLESKOGA JEZIKA
za 4. razred srednjih škola**

ŠKOLSKA GODINA 2018./2019.

TEST

Zaokruži broj (1 ili 2) liste u kojoj se natječeš:

- 1** Lista 4.A: gimnazije
- 2** Lista 4.B: ostale srednje škole

Zaporka:

(prepiši dobivenu riječ)

TEST

Čitanje s razumijevanjem:	6 bodova
Uporaba jezika:	54 boda
Ukupno:	60 bodova

Task 1: READING COMPREHENSION

Task 1: Advertising

Read the following magazine article. Choose which of the sentences A – H from the box best fits into the numbered gaps 1 – 6. There are two extra sentences which do not fit any of the gaps.

The task begins with an example (0).

Remember to write your answers on the separate Answer Sheet.

The world of advertising has its own set of stories about the good and the bad, truth and dishonesty. Its content contains varying levels of truth and deception. **0...I.....** In advertising, just as in the world at large, there are not only clear instances of good and bad behaviours, but also a vast grey area that lies between these extremes—an area where ethical decisions must be made on a daily basis.

In ancient Rome, the Latin expression *caveat emptor*, 'let the buyer beware', warned buyers of unscrupulous sellers. It remains a good dictum today. However, it is less likely that a seller would be telling outright lies about a product than sometimes occurred in the past. **1.....** Back then, sellers were pretty much free to make whatever claims they could get away with. Patent medicines were among the worst offenders. The claims in ads were not only often outrageous but frequently false. For example, in the 1890s an ad claimed that an electricity belt could cure nervous and chronic diseases, but it had no basis in fact. **2.....**

Today, such patently false claims are highly unlikely in national advertising. Not only are there both governmental and industry-based standards that regulate what can be said in ads, but the force of negative publicity that would surround an outright lie, if discovered, would have severe or fatal repercussions for the company making the claims. **3.....** Whereas, saying that a package is one

and one-half times bigger than another (if it is!) is a clear-cut case of telling the truth. **4.....** Is it deceptive, for example, to say that Big Macs and Whoppers taste great without also saying that too many of them can make you fat, raise your cholesterol, or increase your sodium intake above healthy levels?

The public want and expect advertising to be truthful, but exactly what does this mean in practice? Does it mean saying that a new vehicle can get you from New York to California in style is insufficient? **5.....** Indeed, it could say you might get hurt or killed in an accident along the way. So does 'honest' advertising require that some products (like prescription drugs, for example) need to make fuller disclosures about possible side-effects than do ads for hamburgers and cars?

The internet and trade journals are full of advice to companies who want to break through contemporary advertising clutter. The advice is simple: do it *online*. It does not take long to find a blog on a subject that interests you, but it does take a while to figure out just what is an ad and what is not. Product mentions (like product placement in the movies) are rampant. **6.....** Are these online devices good business strategy in the digital age or do they deceive consumers by their lack of disclosure that they are actually deceptive commercial announcements and publicity?

- A. As late as the early 1900s, advertising was regulated by government and advertising standards.
- B. In fact, this new area of advertising is so slick, often so subtle, the ads move in unannounced.
- C. Claiming that a product can do something that it cannot is a clear-cut case of deception.
- D. As recently as the early 1900s, advertising was still largely unregulated by the government.
- E. But in the real world of advertising, the ads often clearly purport to be what they are.
- F. For the ad to be truthful, perhaps it also should say driving cars adds to environmental pollution.
- G. However, in the real world of advertising, the issues are seldom so clearly demarcated.
- H. Rather, it merely represented the boastful proclamation of the seller.
- I. ~~Ethical dilemmas constantly arise regarding those who produce advertising.~~

(6 points)

Tasks 2 - 6: USE OF ENGLISH

Task 2: Tabasco

Read the following article. For each gap 1 – 12, think of one word which best fits into the text. Use only one word for each space.

The task begins with an example (0).

Remember to write your answers on the separate Answer Sheet.

Tabasco, the fiery pepper sauce (0) without which a Bloody Mary would be just another yucky tomato juice and many casseroles would be bland stews, is made on a single family-owned plantation close to the bayou swamplands of southern Louisiana. The sultry climate is ideal (1)_____ growing red peppers, and the Avery Island plantation, complete with a colonial-style mansion straight (2)_____ of *Gone With the Wind*, rests on top of a huge salt dome, which provides the second key ingredient.

A mash of ripe peppers is mixed with salt in white oak barrels, (3)_____ are sealed with perforated wooden lids beneath salt caps and left for three years while the mixture ferments. There is absolutely (4)_____ cooking involved, but during the hottest weather gases and juices escape (5)_____ the salt layer. The company claims that (6)_____ and every barrel is inspected by a member of the McIlhenny family when it is opened. But while they check for odour, texture and colour, (7)_____ isn't any actual tasting done—nobody could undertake that job and last longer than a week. The seeds and skins are strained (8)_____ and the residue mixed with vinegar in 2,000 gallon vats, then stirred for four weeks (9)_____ to bottling. The eye-stinging atmosphere in the low-roof shed containing row upon row of vats of pepper sauce is (10)_____ bit as unpleasant as you would imagine.

The family has been in the business for 180 years and sells Tabasco in over 100 countries. There are many competing brands made nearby, but (11)_____ are sold widely outside Louisiana, nor possess anything like the same international reputation, which the McIlhennys put (12)_____ to the care they take aging the raw mash of peppers and salt.

(12 points)

Task 3: Deansgate

Read the following text. In most of the lines 1 - 12, there is one extra word. Identify the extra words which are either grammatically incorrect or do not fit in with the meaning of the text. Remember: some lines are correct.

If a line is correct, write the word 'CORRECT' in the appropriate place on the answer sheet. If there is an extra word in the line, write the extra word in the appropriate place on the answer sheet.

The task begins with two examples, (0) and (00).

Remember to write your answers on the separate Answer Sheet.

A CORRECT	(0)	In 1869, when Deansgate was a narrow street and the site of a Central
	(00)	Station was a squalid slum, Wood Street Mission was founded.
	(1)	According to a contemporary police officer, the neighbourhood was
	(2)	from 'the rendezvous of thieves', the worst haunt of vice. Meals were
	(3)	served daily in the mission building to those then who arrived barefoot.
	(4)	At Christmas, four hundred tramps and criminals came up to a meal
	(5)	and a religious service; in the summer, children queued to be taken out
	(6)	for a day at the seaside. Every single night the streets were back
	(7)	searched for homeless boys, who slept wherever they could inside
	(8)	doorways and under along market stalls. They were given beds in
	(9)	Wood Street. Jobs were found around for them and many were sent
	(10)	away to live in Canada, where most succeeded over in creating new
	(11)	lives for themselves. The Mission is a registered charity to which
(12)	continues to provide services to the community and mitigate the effects of poverty and deprivation on young people and their families.	

(12 points)

Task 4: Effective Management

Read the following text and the options below. Choose the answer (A, B, C or D) that best fits each numbered space.

The task begins with an example (0).

Remember to write your answers on the separate Answer Sheet.

Seamus McFarley, a successful management guru, has a new best-seller to add to his (0) B. His recently published "The Ten Habits of Highly Effective Families" applies the (1) _____ of good corporate management to building a beautiful family culture in a turbulent world. As an accomplished self-help guru, Mr McFarley integrates many management (2) _____ that are used in large corporations. He stresses the need for clear guidance and having a sense of (3) _____ is one of the most effective things a family can accomplish. Not surprisingly, he is (4) _____ on family mission statements and regular meetings to discuss common (5) _____, just as group leaders would do within a company.

In the same manner, other management experts see ways to (6) _____ the rules of the boardroom in the kitchen. Stereotypically, many categorise men as (7) _____ as the executive chairman in the home, and women as usually carrying out the human resources management (8) _____.

Given that most management gurus are male, it is perhaps time for females to (9) _____ the propositions learnt in the home to the corporate world. Regardless of gender, the grand questions of strategy that (10) _____ most gurus are often passed over by too many corporate managers, when in actuality, emphasis should be on precise operational control for either the household or company culture to flourish effectively.

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|--------------------|--------------|--------------|-------------|
| (0) A title | B name | C fame | D honour |
| (1) A beliefs | B principles | C laws | D codes |
| (2) A manners | B facilities | C techniques | D recipes |
| (3) A aim | B intention | C purpose | D point |
| (4) A enthusiastic | B intense | C forceful | D keen |
| (5) A objects | B goals | C ambitions | D ends |
| (6) A apply | B try | C fit | D appeal |
| (7) A managing | B operating | C working | D playing |
| (8) A business | B vocation | C duty | D function |
| (9) A continue | B extend | C increase | D reach |
| (10) A prepare | B prescribe | C preserve | D preoccupy |

(10 points)

Task 5: Gap Filling

For questions 1 to 10, find one word which is appropriate for all three gaps in each of the following sets of sentences.

The task begins with an example (0).

Remember to write your answers on the separate Answer Sheet.

- (0) It's unbelievable how much cafés charge for a coffee these days.
My phone's not working. I need to charge my battery right away.
The accused appeared in court on a charge of armed robbery.
- (1) The unearthed statue shows the head, _____, and arms of an elderly man.
This sacred Navajo totem pole is carved out of a single tree _____.
My dad always keeps a blanket and toolkit in the _____ for emergencies.
- (2) The pilot was asked to _____ her approach to the runway due to congestion.
The browser was _____ as molasses, but it eventually worked for us.
Consistent, effective effort leads to success—_____ and steady wins the race.
- (3) If you've cut your hand, the first-aider will _____ you up immediately.
The government needs to identify and _____ vulnerabilities in internet security.
I'll have to sew a _____ onto these jeans—they're ripped at the knees.
- (4) Being late makes him upset, but she will just _____ in without any problem.
The author recreated a doleful background: the night's haze and a gentle _____.
She can just _____ through Chemistry, while I study and barely pass exams.
- (5) After he was voted out of office, few people attached much _____ to what he said.
Mechanical clocks are driven by a _____, like a pendulum or a tight spring.
It looks like she's carrying the _____ of the world on her shoulders.
- (6) Don't let that £100 bonus _____ a hole in your pocket—save it for a rainy day!
I'll need to _____ the midnight oil to have any chance of finishing by tomorrow.
Today they asked her to relax a bit because they don't want her to _____ out.

- (7) There was a _____ of protest when the new tax was announced.
The rebellion's leader ordered his people to _____ the enemy's fortress.
Her performance and the play have taken all the critics by _____.
- (8) I was hurt when she gave me a fierce _____ before turning and walking away.
The prince and princesses' wedding took place in full _____ of the media.
Tinted windows will go a long way in reducing the sun's _____ in the room.
- (9) They will _____ their resources together to repair and reopen the café.
The victim was lying in a _____ of blood when the police found the body.
The _____ of available people doing manual labour has shrunk significantly.
- (10) I'm really stressed because I don't have a _____ to wear for the party tonight!
She stopped, gasping for air with one hand gripping at the _____ in her side.
Just loosely _____ the pieces of canvas together and later we'll staple them.

(10 points)

Task 6: Top Knots

Read the following text. Use the word given at the end of the line to form a new word that fits in the same numbered space in the text. Your answer must be ONE word only.

The task begins with an example (0).

Remember to write your answers on the separate Answer Sheet.

<p>Truly popular men's haircuts often appear on a (0) <u>timeline</u>—</p> <p>a new trend succeeds when it's easily (1)_____ from an old one. Such is the case for the top knot, or nowadays known as the man bun, worn in China as early as 200BC, and in 16th-century Japan by Samurai warriors and sumo wrestlers. Historical and (2)_____,</p> <p>from Scandinavian Odin worshippers to the Goths and Vandals, these topknots were frequently worn, and for many, such as the (3)_____ Polynesian Maori, it was only for the most high-status members of the society.</p> <p>Nowadays, this trendy style is (4)_____ a symbol of something new and daring with an ongoing, (5)_____ surge of popularity. Being an easy (6)_____ of the undercut look, this hairstyle also works on different types of hair: many black men have (7)_____ the topknot using braids or dreadlocks in the bun; in fact, being African-Caucasian, the (8)_____ NBA player Joakim Noah was one of the first big stars to wear it and set this new trend in action.</p> <p>Perhaps it is the (9)_____ of man buns that makes them so attractive. In a series of gender redefinitions from the fashionistas of the 18th century, to long-haired hippies, to the early 2000s metrosexuals, men's fashion trends have often been interpreted as pushing the boundaries of traditional (10)_____.</p>	<p>(0) LINE</p> <p>(1) ADAPT</p> <p>(2) ICON</p> <p>(3) INDIGENE</p> <p>(4) ARGUE</p> <p>(5) CEASE</p> <p>(6) EXTEND</p> <p>(7) MODE</p> <p>(8) RACE</p> <p>(9) ACCESS</p> <p>(10) MASCULINE</p>
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(10 points)

THIS IS THE END OF THE TEST