

# LESEN E2

Name	Klasse
Punkte	
von <b>25</b>	

## Schriftliche Reifeprüfung aus Englisch

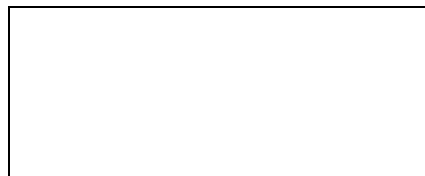
Termin 2  
**12. Mai 2009**



## Reading Test

### Instructions

1. This test contains 4 tasks and 25 questions.
2. Write all your answers in this test booklet.



## Task 1

\_\_ / 9 P.

Read the texts below, then choose the correct text(s) (A-E) to answer the questions (1-9). You can use a letter more than once. Write your answers in the spaces provided. The first one (0) has been done for you.

## TIME Magazine

## The Most Powerful Women in Fashion

**A Anna Wintour**

She wields considerable influence over American fashion. Runway shows don't start until she arrives. Designers succeed because she anoints them. Trends are created or crippled on her command. But Anna Wintour, editor in chief of *Vogue*, says she is determined to use her power for good, not evil. Despite her reputation for being icy and inscrutable, despite the severe perfection of her hairstyle and wardrobe, Wintour has taken it upon herself to act as something of a hen mother to fledgling designers and worthy causes.

**B Miuccia Prada**

Prada has few celebrity friends. She lives in the Milan apartment she grew up in. And, of course, season after season, she sends intelligent, beautiful and, inasmuch as anything in fashion can be, *sui generis* collections down the runways. "If you want to know what a season is about, you don't miss the Prada show," says Julie Gilhart, fashion director for Barneys. "She never follows anyone else's lead, just her own original energy. Her collections are completely an expression of herself."

**C Donna Karan**

In the late 1990s, more than a few critics suggested that Donna Karan had lost her way. A dozen years after she launched her own label to great acclaim, winning the hearts of working women with her streamlined, sexy suits, there was a sense that the native of New York's Long Island had become sidetracked by her interest in yoga and spiritual pursuits, turning out fluttery clothes more appropriate for meditating in Bali than mediating in the boardroom.



For her part, Karan insists she was never out of step, merely ahead of her time. "I don't think the consumer was ready for what I was talking about," she says, sitting next to the Zen rock garden installed on the first floor of the Madison Avenue flagship store. "People thought I was weird for using candles and incense, but now I can sell more candles than I can sell clothes."

**D The Olsen Sisters**

They may have worn Fendi and Versace to their sophomore prom, but in the tween and teen fashion lines they sell through about 2,900 Wal-Mart stores nationwide (and 5,300 stores globally), the hard-driving Olsen twins take it down a couple of notches.

"It's not a high-end thing," explains Robert Thorne, CEO of Dualstar Entertainment Group, parent company of all Mary-Kate and Ashley items. "We want to be available to everyone, not just the beautiful people."



## E Delphine Arnault

As the fashion-obsessed daughter of Bernard Arnault, chairman of the luxury-goods company LVMH Moët Hennessy Louis Vuitton, Delphine Arnault has long had a front-row seat at LVMH fashion shows. But last fall her father decided that the time had come for her to have a front-row seat in his LVMH business dealings too. Delphine, 28, was appointed to the board of LVMH, becoming the only woman alongside 15 men.

Delphine has undergone a quiet fashion apprenticeship over the past three years. After graduating from the London School of Economics, she worked for two years at McKinsey in Paris before joining LVMH in 2000. She learned the business with John Galliano, working on product development and marketing for his label and then switching to Dior. Now Delphine heads Dior's women's shoe division, one of the company's fastest-growing sectors.



Who designs for young people?	0	<i>D</i>		
Who is closely related to the boss of one of the most famous labels in the world?	Q1			
Who does not design anything at all? (Give <u>two</u> answers.)	Q2		Q3	
Who has become interested in an alternative lifestyle?	Q4			
Who is described as making or breaking designers' careers?	Q5			
Who does not live in the USA? (Give <u>one</u> answer.)	Q6			
Whose fashions are sold at an affordable price?	Q7			
Whose fashion style has changed in the course of her career?	Q8			
Whose designs are not influenced by any trend?	Q9			

**Task 2**

\_\_\_ / 8 P.

Read the text below, then decide whether the statements (10-17) are true (T) or false (F) or not given (NG) in the text. Put a  in the correct box. The first one (0) has been done for you.

**What's in a Name? Only Your Best Chance to Win Fame and Fortune**

If you are called Brian or Lisa and hungry for career success, one strategy could help you more than any other: change your name.

A study has suggested that while first names such as James and Elizabeth are strongly associated with success, others tend to be frowned upon when business is under discussion and snap judgments are being made.

The survey of perceptions among 6,500 respondents, which was conducted by Richard Wiseman, a psychologist from the University of Hertfordshire, investigated whether popular first names sounded successful, lucky and attractive. The project for the Edinburgh International Science Festival found that strong trends emerged, with Jack and Lucy the luckiest and Sophie and Ryan the most attractive.

Men called Thomas were rarely associated with business success or good luck, and along with those called George were the least likely to be considered good-looking. As for Ann, just 0.6 per cent of the sample found the name attractive.

Earlier studies have shown that such perceptions can become self-fulfilling prophecies, with teachers awarding higher marks to children with attractive names and employers more likely to promote those with names that sound successful.

Professor Wiseman's advice to those naming their children is to play it safe. "Traditional names with royal associations are viewed as successful and intelligent, and so parents hoping for successful offspring might want to avoid more unusual names. Attractive female names tended to be soft-sounding and end with the 'ee' sound, whereas the sexiest male names are short and much harder sounding," he said.

Instincts and preconceptions could lead to instant likes and dislikes. "People are walking around - women more than men - with these stereotypes in their heads without realising it. That could influence all sorts of decisions; it is teachers at school, people at work or even in politics," he said.

"If you are making quick decisions about people then certain names will be seen as more successful and attractive. Those individuals will be given more of the time of day, the benefit of doubt and so on."

Yet if looks, fame and wealth already set you apart, your name is unlikely to make much odds. Pondering whether the Hollywood heart-throb George Clooney should

consider a switch, Professor Wiseman said: "It's all relative. If he was called Ryan Clooney he would be an even bigger hit."

	<b>Statements</b>	<b>T</b>	<b>F</b>	<b>NG</b>
0	In the business world, people are not easily influenced by names.		X	
Q10	The study recommends looking at a link between success and attractiveness.			
Q11	A study presented in Edinburgh suggests that associations with a name are very diverse.			
Q12	Few connect the name George with a handsome man.			
Q13	If a pupil does well in school, this may be partly due to the child's first name.			
Q14	If a person's first name is linked with success, the person will work harder to be successful.			
Q15	Parents should give their children rare names in order to increase their chances of success.			
Q16	Men are just as influenced as women by what they associate with a name.			
Q17	First names are not really a problem for those who are already rich and famous.			

**Task 3**

\_\_\_ / 4 P.

**Read the text below, then answer the questions (18-21) using a maximum of 4 words. Write your answers in the spaces provided. The first one (0) has been done for you.**

### **We'd like to teach all schools to sing, in perfect harmony**

Singing should be put back at the heart of music teaching in every primary school through a national campaign leading up to the 2012 Olympics, a government-backed report recommends today.

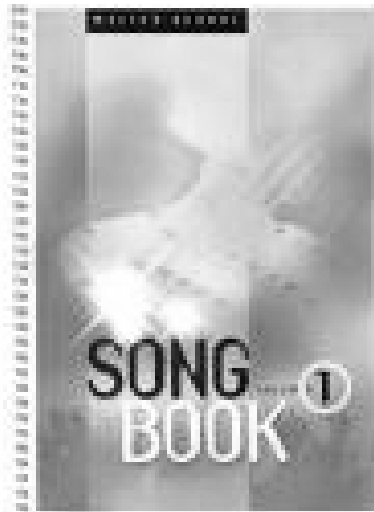
Music experts advising ministers are calling for a "21st century songbook" to be introduced into schools, to help revive the "collective experience" of singing.

The second report of the so-called Music Manifesto - set up by the government two years ago - also recommends the launch of music education "hubs" involving better local collaboration to end a "postcode lottery" which determines the quality of music provision.

The manifesto aims to provide greater opportunities for children to develop their creative potential through music, including giving all young people free or cut-price instrument tuition. Supporters include cellist Julian Lloyd Webber and South African musician Hugh Masekela. The report's recommendations include the provision of singing for all early years and primary children by 2012, ideally to help provide "a significant singing element in the cultural programme of the Olympic Games".

Launching the report, BBC executive Marc Jaffrey said: "We are rightly proud of our music education system, but unfortunately the quality of music education on offer depends far too much on where you live. A national singing campaign will engage millions of children in music making in its most primal, accessible form. I want a firm commitment from everyone involved in music education to make this happen and find the resources needed."

Composer Howard Goodall said: "At one time we all sang, in pubs, places of worship and homes as well as schools. We have lost that collective experience, which I think helped to knit our communities together. It is time to try and bring that back and the best place to start is in primary schools. We would love to see the development of a 21st century songbook for schools, containing songs that every child knew and sang."



0	What does a report suggest in order to bring back singing on a large scale?	<i>a national campaign</i>
Q18	What should be brought back to life by a collection of songs?	
Q19	What should children receive to improve their creativity?	
Q20	What influences children's access to good music training?	
Q21	What is the benefit of singing together?	

**Task 4**

\_\_\_ / 4 P.

Read the text below, then choose the correct answer (A, B, C or D) for questions 22-25. Put a  in the correct box. The first one (0) has been done for you.

**TV Film Claims Tesco and Sainsbury's Stores Flout Hygiene Rules**

Two of Britain's biggest and most profitable supermarkets are tonight accused of putting public health at risk after secret filming revealed members of staff deliberately extending sell-by and use-by dates on fresh food - and of selling food unfit for human consumption to unsuspecting customers.

In a series of health and safety legislation breaches being broadcast in a programme for BBC1's Whistleblower, counter staff at two branches of Sainsbury's and Tesco falsify food temperature records and flout basic rules of food hygiene such as using different knives for fish, raw meat and cooked meat to prevent cross-contamination of bacteria.

Undercover footage shows the factory floor of a major supplier of ready meals to Tesco cross-contaminated with urine and faecal matter from employees' boots, and a farm which supplies chickens to Sainsbury's where a bin of dead birds crawling with hundreds of maggots is alongside the area for live birds being reared for sale.

Sainsbury's, which serves 16 million customers every week, this month unveiled full-year profits of £380m - up 42% on last year. Tesco is the UK's largest supermarket and last month announced a record annual profit of £2.7bn.

A whistleblower - a former employee of Sainsbury's and Tesco - alerted the BBC after being regularly asked to mislead customers about the quality and freshness of food. Other complaints led to the six-month undercover investigation by two BBC reporters who got jobs with Sainsbury's and Tesco and secretly filmed their daily working lives over several months. Journalist Audrey Brown got a job as a full-time general assistant on the delicatessen counter at Sainsbury's in Didcot near Oxford. Her colleague James Griffin got a job as a fishmonger at Tesco in Woodford Green, north-east London.

Sainsbury's said in a statement: "Sainsbury's takes any matter relating to food safety extremely seriously. On receipt of the limited information provided by the BBC, we launched an immediate investigation at our store. As a result, we have identified some instances where our procedures had not been followed correctly at that store and have taken the necessary action to ensure these matters are addressed.

"Any local breakdown in procedure is entirely unrepresentative of the hard work and commitment to the high standards displayed every day by Sainsbury's store colleagues.

"Based on the information provided in advance by the BBC to Sainsbury's, we cannot see that food safety was in any way compromised."

- 0 Tesco and Sainsbury's are under attack for
- A secretly filming their staff at work.
  - B selling animal food as human food.
  - C endangering the health of their customers.
  - D changing labels on food not fit for humans.
- Q22 The film shows supermarket staff
- A storing meat at wrong temperatures.
  - B ignoring food hygiene regulations.
  - C using different knives for chicken and fish.
  - D handling foodstuffs.
- Q23 On the floor of the factory shown in the film, you can see
- A dead animals.
  - B insects.
  - C body waste.
  - D dirty boots of visitors.
- Q24 The daily routine at two supermarkets was recorded by
- A a man who used to work for Tesco and Sainsbury's.
  - B ordinary employees of Tesco and Sainsbury's.
  - C misled customers.
  - D undercover media people.
- Q25 Sainsbury's responded by saying that
- A they have taken action to solve the problem.
  - B the BBC grossly misinformed their viewers.
  - C the BBC provided them with no details.
  - D such incidents do not normally happen.