

A. Writing (12.5 points)

Consider Figure 1. Write an analysis of the cartoon, describing and interpreting the image and the cartoonist's message. (200-250 words)



Your text will be marked on content, discourse organisation, range and appropriacy of vocabulary and structures, and grammatical accuracy.

B. Vocabulary (2 points)

The following sentences were taken from recent editions of *The Guardian's* business section. Complete each sentence with the appropriate term. You may need to add a preposition or conjugate a verb. The first letter of the term and a paraphrase of its meaning are given to help you. (0.4 points each)

1. His first task was to repair the company's **p..... i.....**, which had been more than a little shaken by the Blackpool earthquake. (perception the public has of a company's values)
2. Connecting directly with our **t..... m.....** allows us to pre-position the Faisana brand with one of the largest export markets in the world – Indian consumers – to encourage them to engage directly with our luxury lifestyle brand. (the group of customers that you aim for to buy your product)
3. In the US a 2007 fashion-themed Camel 9 campaign was clearly targeted at young women, and so-called "**b..... s.....**" has popularised tobacco brands on non-tobacco products, such as Marlboro Classic Clothes. (using an existing brand to sell a new, different product)
4. Ian Livingston's annual earnings **r.....** £8.5m after a 50% rise in BT's market value in the last year (have increased to)
5. This strong **g..... m.....** position has allowed us to continue to invest in the overall customer offer, attracting more active customers. (difference between the selling price and cost of production excluding overheads)

C. Reading (5.5 points)

Read the text and answer the questions that follow it.

UK aims to become hub for Arctic oil exploration

Foreign Office strategy likely to enrage conservationists while Greenpeace activists are imprisoned in Russia

1 The government wants the UK to be a global centre of expertise in opening up the Arctic to exploration by oil and gas companies, promoting London as a hub of business services for the burgeoning exploitation of the polar regions, according to a Foreign Office strategy published on
5 Thursday. **The green light** is likely to enrage conservationists, as a group of Greenpeace activists and journalists have been imprisoned in Russia after protesting against fossil fuel exploration in **the region**.

 But ministers said the exploitation of the Arctic would have to be carried on in a responsible manner, minimising any threats to the "unique
10 and fragile natural environment". The UK does not have any territory in the Arctic, and so no formal role in negotiating international policy within the Arctic Council, but is regarded as an interested party because some of its northernmost reach is close to the region.

 In the government's Arctic framework, set out for the first time on
15 Thursday, the Foreign Office pledged to "facilitate responsible business activity in the region by UK companies. The UK government will promote the UK as a centre of commercial expertise with direct relevance to many industries that are growing in the Arctic." **That** is likely to mean the construction of oil and gas platforms, in which the UK has decades of
20 expertise from North Sea oil exploration, as well as lucrative ancillary services such as financial and legal advice, and shipping services as melting ice opens the region to transport.

 Arctic oil and gas exploration is in the spotlight as 28 Greenpeace activists and two journalists are being held by the Russian authorities on
25 piracy charges. The crew, two of whom scaled a Russian oil platform from the Greenpeace ship Arctic Sunrise on 18 September, said they were aiming to highlight what conservationists see as the peril of destroying one of the last pristine environments on Earth in the quest for fossil fuels. **They** could face 10 to 15 years in jail if convicted. William Hague, the
30 foreign secretary, has been negotiating with Russian ministers over the fate of **the six British nationals involved**.

 Julia Marton-Lefevre, director general of the International Union for the Conservation of Nature, told the Guardian: "Exploring the Arctic [for oil and gas] will have consequences that could be drastic. We are putting off the decisions we have to make about finding different [low-carbon]
35 sources of energy. I think we should not be going into new areas like this."

The Guardian, 17 October 2013

Name:

C. Reading (cont.)

Based on the information in the text, say whether each statement is true (T) or false (F). (0.5 points each)

1. The purpose of the article is to explain why the UK government has decided to promote the exploitation of oil in the Arctic.
2. British companies are being directly encouraged to build gas and oil platforms by the government.
3. 28 Greenpeace activists and two journalists have been sentenced to 10-15 years in jail.
4. The British government wants British companies to gain market share in the oil industry.
5. At present there is very little exploitation of oil in the Arctic.
6. The British government wishes to protect its territories in the Arctic by ensuring that the oil exploitation does not threaten the environment.
7. Julia Marton-Lefevre probably believes that the UK government should invest in low carbon sources of energy.

Say what each reference expression (highlighted in the text) refers to. (0.4 points each)

8. The green light (line 5)
9. the region (line 7)
10. That (line 18)
11. They (lines 29)
12. the six British nationals involved (line 31)

Answers

A.

A good answer will describe the elements in the cartoon and explain their symbolic meaning, then state the cartoonist's message. It should include the following:

the man is wearing boxers with the American flag on them = US

black liquid in a glass = oil

the fact that the man is fat = US is greedy in its consumption of oil

he is drinking the black liquid from a glass and spilling it = the US is using oil irresponsibly and wasting it

the broken globe on the left = the world

the fact that it has been split open = the US is destroying the world to get at the oil resources

B. Vocabulary

1. His first task was to repair the company's **public image**, which had been more than a little shaken by the Blackpool earthquake. (perception the public has of a company's values)
2. Connecting directly with our **target market** allows us to pre-position the Faisana brand with one of the largest export markets in the world – Indian consumers – to encourage them to engage directly with our luxury lifestyle brand. (the group of customers that you aim for to buy your product)
3. In the US a 2007 fashion-themed Camel 9 campaign was clearly targeted at young women, and so-called "**brand stretching**" has popularised tobacco brands on non-tobacco products, such as Marlboro Classic Clothes. (using an existing brand to sell a new product)
4. Ian Livingston's annual earnings **have risen** to £8.5m after a 50% rise in BT's market value in the last year (have increased)
5. This strong **gross margin** position has allowed us to continue to invest in the overall customer offer, attracting more active customers. (difference between the selling price and cost of production excluding overheads)

C. Reading

1. False
2. False
3. False
4. True
5. True
6. False
7. True
8. The green light » The UK government's support for exploiting oil in the Arctic

9. the region » the Arctic
10. That » the UK government's promotion of the UK as a centre of commercial expertise with direct relevance to many industries that are growing in the Arctic
11. They » the 28 Greenpeace activists who are being held by Russian authorities on piracy charges
12. the six British nationals involved » the 6 British citizens of the 28 Greenpeace activists who are being held by Russian authorities on piracy charges