

**A. Writing** (12.4 points)

Consider the following advertisements for two oil companies.

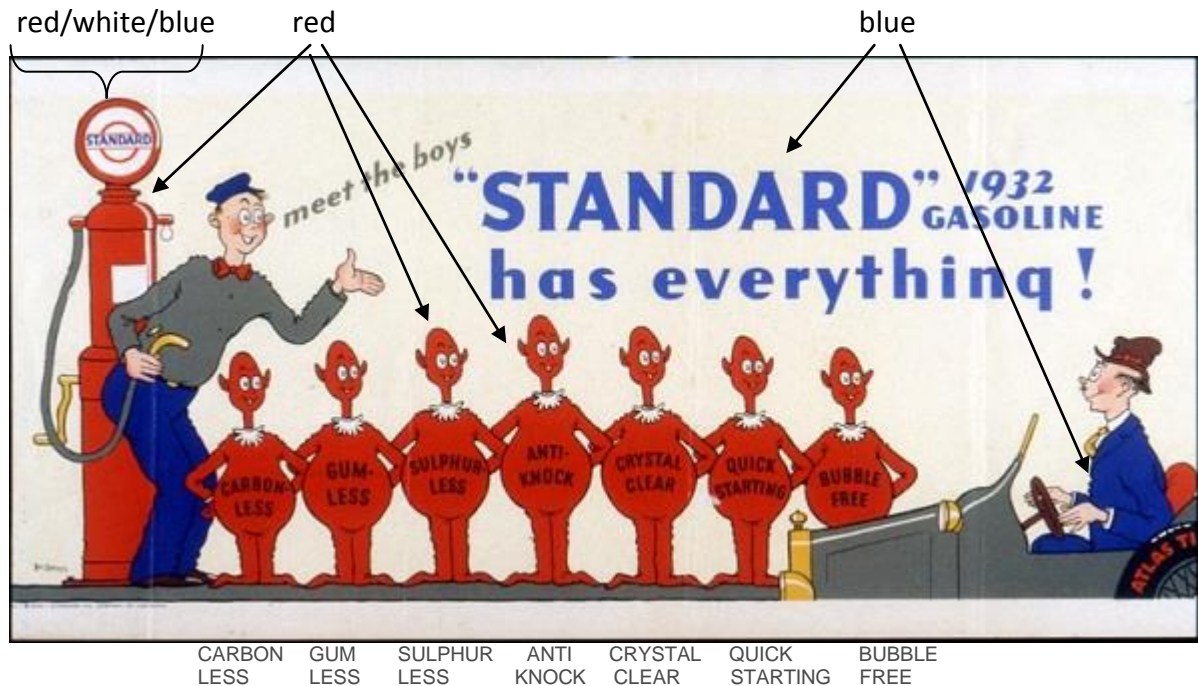


Figure 1: Standard Oil Company (USA) advertisement. (1932)



Figure 2: The Maharatna Company Oil & Natural Gas Corporation (ONGC - India) advertisement. (2015)

Choose one of the advertisements and write a text (200-250 words) in answer to the question:

What company image does the advertisement project?

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

## B. Reading (5.6 points)

Read the text and answer the questions that follow it.

# Obama administration blocks new oil drilling in the Arctic

Suzanne Goldenberg in Washington

1 Barack Obama blocked off the prospects for future oil drilling in the Arctic on Friday, imposing new lease conditions that make it practically impossible for companies to hunt for oil in the world's last great wilderness. The Department of Interior said it was canceling two future  
5 auctions of Arctic offshore oil leases in the Chukchi and Beaufort seas, and turned down requests from Shell and other oil companies for more time on their existing leases. **The decision** will come as a further blow to Shell, which invested seven years and \$7bn trying to find oil in the Arctic but came up dry. The company last month walked away from its Arctic drilling,  
10 citing the "disappointing" results and regulatory uncertainty. But it was a victory for the efforts of "kayaktivists" and other climate campaigners to put the Arctic off limits to oil exploration – and keep the lid on vast carbon reserves that cannot be burned without triggering catastrophic climate change. The US Geological Society has estimated that the Arctic holds up  
15 to 13% of the world's undiscovered oil reserves – a fossil fuel bonanza that is being brought closer to reach because of the melting of the summer ice cover, due to climate change.

Sally Jewell, the interior secretary, said the decision to cancel auctions scheduled for 2016 and 2017 was dictated by current economies  
20 for oil, and the harsh conditions of hunting for oil in the Arctic which had forced Shell to pull out.

"In light of **Shell's announcement** the amount of acreage already under lease and current market conditions, it does not make sense to prepare for lease sales in the Arctic in the next year and a half," she said  
25 in a statement.

Jewell added that the Interior Department would not be renewing existing oil leases held by companies such as Shell and Statoil beyond the current expiration date of 2020.

Campaign groups said **the moves** would make it much harder for oil  
30 companies to return to the Arctic in the near future, but they did not seal off the prospects for drilling at a future point. Seven companies including Shell currently hold drilling rights in the Chukchi sea.

"**These** are great steps in the right direction, but it is not the end of Arctic drilling forever," Michael LeVine, Arctic campaigner for Oceana, said.  
35 "It is very likely that these companies will not be able to explore the leases they currently own. So the right thing to do would be to wipe the slate clean, and let these leases go."

Greenpeace, which had organised flotillas of protesters off Shell's drill ship in Seattle, said it was raising its paddles in salute to Obama.

*The Guardian, Friday 16 October 2015*

**Name:** .....

**Number:**.....

**B. 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 argue that Barack Obama has done a good thing for the environment.                     | <input type="checkbox"/> |
| 2. | Oil companies with the right to exploit oil in the Arctic wanted to continue to do so after 2020.                       | <input type="checkbox"/> |
| 3. | In September Shell stopped looking for new oil sources in the Arctic because extracting the oil would be too expensive. | <input type="checkbox"/> |
| 4. | Oil reserves in the Arctic will certainly be exploited in the distant future.   | <input type="checkbox"/> |
| 5. | Arctic oil has become less accessible because global warming has made more ice melt in the summer.                      | <input type="checkbox"/> |
| 6. | The Department of the Interior does not want Arctic oil to be exploited because it could accelerate climate change.     | <input type="checkbox"/> |
| 7. | Suzanne Goldenberg seems sympathetic to the ideas of climate campaigners.   | <input type="checkbox"/> |
| 8. | The US government has drafted new legislation to make drilling for oil in the Arctic more difficult for oil companies.  | <input type="checkbox"/> |

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

9. The decision (line 7)

10. Shell's announcement (line 22)

11. the moves (line 29)

12. These (lines 33)

### 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. These funding routes have allowed Accentuate to achieve record sales, **b..... r.....**, key account expansion and a big sales increase in 2015. (a person knowing what a product/service is or something about it as soon as they hear its name)
2. The country's population of one-horned rhinos, one of the most endangered species in the world, now **s... 645**, according to figures released this week. (is)
3. In London, the centre of the property market boom, sales of million-pound homes **f..... 15%**. (dropped)
4. The embattled commodities group Gelencore has suffered one of the worst trading days ever for a FTSE 100 company, as its shares **s..... r..... l.....** on the back of concerns about the Chinese economy and warnings from a major investment bank that the value of the company could "evaporate". (dropped to their lowest ever value)
5. The country has seen a **s.... i....** the number of rhinos over the past 10 years, making the country a global example of how poachers can be defeated. (rise that is regular, even, and continuous in development)

## Answers

### A. Writing

A good answer will describe the advertisement, interpret the elements in it and use these as the basis for the interpretation of the company image. The paragraph will be clearly organised with each stage using appropriate language. For example the descriptive stage will use the verbs *depict* or *show* while the interpretative stage will use relational verbs such as *imply*, *represent*, *symbolise*, or *suggest*, or other expressions such as *bring to mind*. The register will be impersonal. It will avoid explicit authorial intervention (e.g. we can see), and instead use more complex nominal groups as Theme (e.g. The use of these colours). Content could include:

#### Standard Oil ad

The aim of the Standard Oil advertisement is to promote their main product: petrol. The advertisement shows a man driving up to a Standard Oil petrol bowser to fill up his car. Next to the bowser is the attendant, who is smiling and inviting the driver to 'meet the boys'. Seven boys are lined up ready to be of service to the driver. They are also smiling. The boys represent the qualities of the Standard Oil product, and this is reflected in their names: carbon less, gum less, sulphur less, anti knock, crystal clear, quick starting, and bubble free. Their positive names and confidence suggest that Standard Oil petrol is a premium quality product. Above the boys, the tagline of the ad reinforces this message, saying "'Standard' 1932 has everything!' In addition to the focus on the qualities of Standard Oil petrol, the ad makes use of the colours of the US flag. The petrol bowser is red, white and blue, the boys are red, and the tagline and the car driver are blue. The background is pale. The use of these colours suggests that Standard Oil is a patriotic company. Thus the ad implies that drivers who use Standard Oil petrol need look no further for a better, American product for their cars. The image projected by the company is that they patriotically supply a superior product and service to the American public.

#### Maharatna Company Oil & Natural Gas Corporation ad.

The advertisement depicts what looks like an oil rig under construction. It does not appear in the middle of the ocean, but seems to be quite close to the shore because there are buildings in the background. As a result, the sea is calm. Hovering above the oil rig in the middle of the ad is the company logo. Its position and square shape bring to mind a building block that is being lowered into place on a construction site. The oil rig, which may still be being built, is a complex, multi-storey structure. Its complexity suggests Maharatna Company Oil and Natural Gas Corporation (ONGC) is a serious and competent company while the ongoing construction of the rig with the logo symbolising another step in its progress implies that the company is growing. Such economic expansion suggests that the company can be trusted to supply oil and natural gas in the future. Thus, overall, the ad projects the image of a company that is reliable, strong and healthy, focussed on the exploitation of its core business: oil and natural gas.

## B. Reading

1. False
2. True
3. False
4. False
5. False
6. False
7. True
8. False
9. The decision (line 7) » Barack Obama's decision to block new oil drilling in the Arctic by not renewing leases and cancelling two future auctions for new leases in the Chukchi and Beaufort seas.
10. Shell's announcement (line 22) » Shell's announcement in September that it would not continue to look for more oil in the Arctic
11. the moves (line 31) » the moves to not renew existing leases to exploit oil and cancel two future auctions for new leases to exploit oil in the Chukchi and Beaufort seas.
12. These (lines 33) » the moves to not renew existing leases to exploit oil and cancel two future auctions for new leases to exploit oil in the Chukchi and Beaufort seas.

## C. Vocabulary

1. These funding routes have allowed Accentuate to achieve record sales, **brand recognition**, key account expansion and a big sales increase in 2015.
2. From £57,000 in 2014, sales are projected to **grow to** £260,000 in 2015..
3. In London, the centre of the property market boom, sales of million-pound homes **fell by** 15%.
4. The embattled commodities group **Glencore** has suffered one of the worst trading days ever for a FTSE 100 company, as its shares **slumped to another record low** on the back of concerns about the Chinese economy and warnings from a major investment bank that the value of the company could "evaporate".
5. The country's population of one-horned rhinos, one of the most endangered species in the world, now **stands at** 645, according to figures released this week.
6. The country has seen **a steady increase in** the number of rhinos over the past 10 years, making the country a global example of how poachers can be defeated.