

A. Writing (12.4 points)

Consider the following advertisement for Statoil, a Norwegian oil and gas company.



Gas production from the Troll platform in the North Sea can supply millions of Europeans with power. Both industry and homes are connected to a cost competitive energy source, and will remain so for decades to come. Be enlightened at goodideas.statoil.com. There's never been a better time for good ideas.



Statoil, 2011

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.

Brussels nears settlement with Gazprom after 5-year probe

Deal likely to prompt backlash from eastern European capitals

by: [Rochelle Toplensky](#) in London, [Jack Farchy](#) in Moscow and [Henry Foy](#) in Warsaw

1 Brussels is nearing a draft settlement with Gazprom to end a five-year antitrust probe into alleged overcharging, a move that risks a backlash from eastern European states angered by the Russian energy giant sidestepping a fine.

5 Although the European Commission and Gazprom have worked out technical details of a deal to end the competition probe, the case is heavily complicated by politics and deteriorating EU-Russia relations over Syria and Ukraine. Margrethe Vestager, EU competition commissioner, and Alexander Medvedev, deputy chairman of Gazprom, are expected to meet
10 later this week and potentially agree draft terms, or signal **they are close**. "This could at least be the beginning of the end," said one person familiar with the case. Another warned, though, that a political intervention from the Kremlin in particular could still scupper talks.

15 Under the deal, state-controlled Gazprom would enter legally-binding commitments to adjust its business practices but would face no financial penalty. Crucially, according to two people briefed on the terms, the draft deal includes a relatively light intervention on the most sensitive and commercially significant issue: Gazprom's alleged abuse of its dominant position through long-term contracts linking gas to oil prices. If
20 agreed, any draft settlement must then face a potentially fraught "market test", which gives critics the chance to weigh in on the deal terms before the commission takes a final decision.

The Gazprom case is totemic for some former-communist EU member states, who see it as the test of whether the bloc's powerful
25 antitrust arm will protect their interests against a Russian monopoly with a stranglehold over their energy supplies. Poland and Lithuania in particular see Russia as using gas as a political tool and have been critical of Brussels for not tackling the unfair prices. A major gripe is that Poland pays more for its gas than Germany despite it being closer to the source.

30 "If there is no fine, **this** will politically be a very bad signal," said one EU ambassador liaising with Brussels about the case. "We expected this. But even if the company agrees to change behaviour, why should it not pay for breaking the law?"

35 First launched in 2011 with the commission's biggest ever round of surprise raids, the charges eventually focused on three main issues: contract terms preventing cross-border gas sales; tying gas supply to pipeline investment; and unfair gas pricing to Bulgaria, Estonia, Latvia, Lithuania and Poland.

40 Broad terms have been agreed to address the first two issues, which are largely remedied with contractual changes. Addressing **the pricing concern** has proved more complex, not least with the precipitous drop in oil prices that came shortly before the commission served charges against Gazprom last year.

Financial Times, Monday, 24 October 2016

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 Gazprom has acted illegally.
2. Poland and Lithuania depend on Gazprom for their energy supplies.
3. The EU considered that Gazprom's supply contracts with eastern European countries were legal.
4. Gazprom supplies Germany with gas.
5. The outcome of the Gazprom antitrust probe is important for Poland because they believe it reflects whether Poland can trust the EU institutions to represent their interests.
6. The EU believes that Latvia and Bulgaria paid too much to Gazprom for their gas.
7. Poland, Bulgaria and Estonia are unhappy that Gazprom will not be fined so they will reject the decision.
8. Putin will stop the draft settlement because he disagrees with the EU position on Ukraine and Syria.

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

9. they are close (line 10)

10. This (line 11)

11. this (line 30)

12. the pricing concern (lines 40, 41)

Vocabulary (2 points)

The following sentences were taken from *The Guardian*. 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. Write the answers below. (0.4 points each)

1. The ASA ruled that both ads breached the **a..... s.....** code for exaggeration and being misleading and banned them from future publication. ([code] that checks that advertisements do not lie or make false claims)
2. Brent oil price **r.....** 25% in the last three weeks. (has increased)
3. BSkyB is rumoured to have looked at a deal with Vodafone to expand into offering mobile services to make its **p..... m.....** more enticing. (the combination of products that a company offers)
4. Industry executives and analysts have noted the growing demand for **c.....** orders, particularly among people in their 20s and 30s. ([orders] that are adjusted to meet the requirements of an individual)
5. Royal Mail has been given the go-ahead to deliver unlimited quantities of **j..... m.....** to British homes after a peace deal with unions ended a long-standing agreement restricting deliveries. (unwanted or unsolicited advertising or promotional material received through the post)

1.
2.
3.
4.
5.

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:

Description	Interpretation	Global message
White power plug	An oil/gas platform and the electricity brought to homes	Statoil is a competent, hardworking company that supplies European homes with gas and will continue to do so in the future
Oil tanker	Transportation of oil & gas by Statoil	
Rough sea	The difficult conditions in which Statoil works	
Pale horizon under dark clouds	A new day / future	
Tag line	Statoil supplies Europe with gas	

B. Reading

1. False
2. True
3. False
4. True
5. True
6. True
7. False
8. False
9. they are close (line 10) » Margrethe Vestage, EU competition commissioner, and Alexander Medvedev, deputy chairman of Gazprom, are close to potentially agreeing on draft terms of a deal to end the competition probe.
10. This (line 11) » the fact that Vestage and Medvedev are meeting and are close to potentially agreeing on draft terms of a deal
11. this (line 30) » that there should be no fine
12. the pricing concern (lines 40,41) » the problem that Bulgaria, Estonia, Latvia, Lithuania and Poland paid unfair (too high) prices for gas

C. Vocabulary

1. The ASA ruled that both ads breached the **advertising standards** code for exaggeration and being misleading and banned them from future publication.
2. Brent oil price **has risen** 25% in the last three weeks.
3. BSkyB is rumoured to have looked at a deal with Vodafone to expand into offering mobile services to make its **product mix** more enticing.
4. Industry executives and analysts have noted the growing demand for **customized** orders, particularly among people in their 20s and 30s.
5. Royal Mail has been given the go-ahead to deliver unlimited quantities of **junk mail** to British homes after a peace deal with unions ended a long-standing agreement restricting deliveries.