

1) Read and answer: true or false

### Chinese factory towns

The beginning of a Chinese factory town is always the same: in the beginning nearly everybody is a construction worker. The growing economy means that everything moves fast and new industrial districts rise in several stages. Those early labourers are men who have migrated from rural villages and immediately they are joined by small entrepreneurs. These pioneers sell meat, fruit and vegetables or informal stalls, and later, when the first real shops appear, they stock constructions materials. After that, cellphone companies arrive: China Mobile, China Unicorn. They sell prepaid phone cards to migrants; in the southeastern province of Zhejiang, one popular product is called the Homesick card. When the factories start production you start to see women. Young women have a reputation for being hard-working. After the arrival of the women, the clothes shops appear. Today is the factory towns of China that seem to belong to another world. The human energy is amazing: the courageous entrepreneurs, the quick-moving builders, the young migrants. A combination of past problems and present-day opportunities has created an extremely motivated population. Most people in China have seen their standard of living go up in recent years.

The size of the population is both a strength and a challenge to China. Of the 1.3 billion people, 72 per cent are between the ages of 16 and 64. The movement of people from the countryside to the cities has transformed China into the world's factory floor. In 1978, there were only 172 million urban residents. Now there are 577 million. Social scientists predict that the urban population will be 60 per cent in twenty years' time. Each year, about ten million rural Chinese move to the cities so the factories have a constant supply of labour.

Chinese schools have been very successful. The literacy rate is over 90 per cent. The next step is to develop higher education. Many people are looking for better training. In a Chinese factory town, there are many private courses: English classes, typing classes, technical classes. In Zhejiang I met Luo Shouyun, who had spent a quarter of his wages on training. Now he is a master machinist, with a salary that makes him "middle class". Another young man had learned Arabic in order to translate for Middle Eastern buyers.

Clearly there are environmental costs from China's rapid growth. Collaboration between China and other countries will be crucial in managing environmental problems. Nobody in the developed world should criticize China without taking a look in the mirror. The nation has become successful by making products for overseas consumers. Nothing can stop the materialistic dreams of the average Chinese worker.

1. In Chinese factory towns young women are believed to work hard.
2. According to experts, more people will migrate to urban areas in the future.
3. There are no University courses in factory towns yet.

4. So far China has focused on making products for local markets.

5. China's expectations are rising

2) Read and chose the correct option

### Outdoor advertising

The world (1) \_\_\_\_\_ outdoor advertising billboards, transport and "street furniture", things like bus shelters and public toilets, is worth about \$18 billion a year, just 6% of (2) \_\_\_\_\_ the world's spending on advertising. (3) \_\_\_\_\_ it is one of the fastest-growing segments, having doubled its market share in recent years.

Outdoor advertising's appeal is growing (4) \_\_\_\_\_ TV and print are losing theirs. The increasing costs of TV are encouraging clients to consider (5) \_\_\_\_\_ alternatives. Dennis Sullivan, boss of Portland Group, a media buyer, calls outdoor advertising the last true mass-market medium. It's also a (6) \_\_\_\_\_ .

The quality of outdoor displays has also changed. Famous architects (7) \_\_\_\_\_ as Britain's Sir Norman Foster are designing arty bus shelters and kiosks with backlit displays. Backlighting, introduced in Europe by Decaux and More, and plastic poster skins have vastly improved colour and contrast.

Movement is possible too. Smirnoff used new multi-image printing to make a spider, (8) \_\_\_\_\_ could be seen through a vodka bottle, appear to crawl up a man's back. And Disney advertised its "101 Dalmatians" video on bus shelters with the sound of puppies barking.

This sort of innovation has attracted a new class of advertiser. Recent data from Concord, a poster buyer, shows that in Britain, (9) \_\_\_\_\_ alcohol and tobacco have been replaced by entertainment clothing and financial services as the big outdoor advertisers, like car makers, are using it in new ways. BMW ran a "teasers" campaign in Britain exclusively on (10) \_\_\_\_\_ bus shelters.

3) Put the verbs in brackets in the correct tense. Use modal verbs if necessary

### Passengers behaving badly

The abusive passenger (1) \_\_\_\_\_ (become) a world-wide problem. Delta Air Lines crew suffer 100 verbal and physical assaults a month, and cabin cruise in some airlines (2) \_\_\_\_\_ (seek) early retirement at 50 because of their stressful work. One businessman was recently less than happy when airport staff told him his luggage (3) \_\_\_\_\_ (lose). Already frustrated with a delayed flight, he stormed onto the runway, (4) \_\_\_\_\_ (take out) a pistol and shot out the aircraft's front tyre. Even though the airport staff tried (5) \_\_\_\_\_ (stop) him, they (6) \_\_\_\_\_ (not/do) anything.

The cause of most passengers misbehaviour (7) \_\_\_\_\_ (be) stress, according to Farrol Khan, director of the Aviation Health Institute. (8) \_\_\_\_\_ (queue) at the airport raises adrenaline levels. Normally, these levels decrease through gaining control of the situation, either by standing up and fighting or by running. Instead, passengers (9) \_\_\_\_\_ (keep) in uncomfortable conditions on an aircraft, where they have no control. According to doctor Khan, in these circumstances, they for one little excuse and react angrily. In one recent case, a 70-year-old man hit a steward after being told there was no more stake.

Much of the abuse is down to alcohol. Dahlberg and Associates, the aviation consultancy, recently discovered that 202 out of 708 major incidents noted by a US carrier over a six-month period (10) \_\_\_\_\_ (relate) to alcohol and seventy-four incidents to smoking.

4) Complete the second sentence so that it has a similar meaning to the first one. Use the word given.

1. Calvin Klein appeared on the market in 1969 (SINCE)

Calvin Klein \_\_\_\_\_ 1969

2. "Why don't you like your teacher?" my brother asked me (KNOW)

My brother \_\_\_\_\_ teacher .

3. A leader knows what they want to achieve and can communicate it. (WHO)

A leader \_\_\_\_\_ and can communicate it.

4. In Antarctica it is possible to encounter colonies of penguins. (WILL)

If \_\_\_\_\_ encounter colonies of penguins.

5. I woke so late that I missed the bus (IF)

I \_\_\_\_\_ earlier.

6. We got a tourist to take us a photo in front of the Eiffel Tower. (HAD)

WE \_\_\_\_\_

7. Bad weather depresses me (DEPRESSING)

\_\_\_\_\_

8. When I was younger, I never went to the club. (USE)

When I was younger, I \_\_\_\_\_ to the club.

9. You can't use the library after 8 o'clock. (ALLOWED)

You \_\_\_\_\_ after 8 o'clock.

10. "Why don't we hold a party to celebrate her birthday?" Henry said (SUGGESTED)

\_\_\_\_\_celebrate her birthday.

5) Write 150 words on these:

1. You have decided to enter a short story competition. The competition rules say that the story must begin or end with these words: "When I realized my car keys were not in my bag, it was too late"

2. Write an essay on the following statement: "Digital photography is one of the greatest inventions in technology. Do you agree?"