

Zadanie 4. (0–4)

Przeczytaj tekst. Dobierz właściwy nagłówek (A–F) do każdej oznaczonej części tekstu (4.1.–4.4.). Wpisz odpowiednią literę w każdą kratkę.

Uwaga: dwa nagłówki zostały podane dodatkowo i nie pasują do żadnej części tekstu.

- A. MAKING YOU HURRY
- B. ATTRACTING MEDIA ATTENTION
- C. MAKING YOU BELIEVE THAT YOU SPEND LESS
- D. OFFERING SECOND ITEM FOR FREE
- E. MAKING YOU FEEL LIKE A CELEBRITY
- F. IMPROVING THE LOOK OF PRODUCTS

TRICKS OF ADVERTISING

Advertisers use a lot of tricks to make us buy what they have on offer. Here are a few examples.

4.1.	
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Companies want to make us think that we are special when we buy their goods. That's why they often hire big names in sport and cinema or famous TV personalities when they make commercials. When we see that film stars or well-known athletes use the advertised goods, we might think that we are as popular or attractive as they are.

4.2.	
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Companies do their best to make the goods they advertise as attractive as possible. For example, to make fruits and vegetables shiny, hairspray is used. Another example is meat. It often dries out when you cook it, so the steak or sausage used in an ad is usually only partially cooked to keep it plump and juicy.

4.3.	
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A lot of commercials are designed to put pressure on you. The message is: if you don't buy now, you will miss your chance because the number of products is limited. However, you should take your time. It is more than likely that you will not be late. As long as the product is in demand, it will stay on the market.

4.4.	
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Another way of increasing sales is to convince people that they can save when they buy more things. But is it so? If a shirt costs \$30 and you buy one, you pay \$30. If you buy another one for half the price, you think you have saved \$15, but in fact you paid \$45 for your shopping. And do you really need two new shirts which look the same?

adapted from <http://addictions.about.com>

PRZENIEŚ ROZWIĄZANIA NA KARTĘ ODPOWIEDZI!

Zadanie 5. (0–3)

Przeczytaj trzy teksty dotyczące podróży. Z podanych odpowiedzi wybierz właściwą, zgodną z treścią tekstu. Zakreśl literę A, B albo C.

Tekst 1.

KEITH'S POST

Posted 25 August, 11.05

Here I am again but what a day it was! In the early morning, after a night at the Ivy Hotel in Cincinnati, Dad called the airline to confirm our flight. The woman on the phone said there was a mistake. There wasn't any plane to Seattle at 9 a.m. In fact, the next available flight was in twelve hours! Can you imagine? Dad shouted, begged and threatened. He kept saying he was travelling with two kids. Finally, the representative booked us on a flight with a connection in Minneapolis. We weren't happy about it, thinking of everything that could go wrong. Finally, late in the evening, we arrived home. Welcome back!

adapted from www.teenink.com

5.1. The text is about

- A. making a mistake when booking a hotel.
- B. something that went wrong during a flight.
- C. a problem with a return journey.

Tekst 2.

Dear Editor,

I've read your article advertising the Riviera Hotel as a peaceful place to have some rest and enjoy the countryside. You must be joking! I was there last month with my parents and it's the worst place you can imagine! There's some construction work going on nearby. The builders are using heavy machinery, so the noise and dust make relaxation impossible. There were also serious complaints about the standard of the hotel buffet. The holiday was a nightmare.

Kate, 19, Manchester

adapted from www.holidaycompensationclaims.com

5.2. Kate wrote the letter

- A. to express dissatisfaction with her stay at a hotel.
- B. to complain about the behaviour of hotel staff.
- C. to give advice on how to avoid problems in a hotel.

Tekst 3.

AT THE RAILWAY STATION

A steam engine was waiting. The first few carriages were packed with students, some hanging out of the window to talk to their families, some fighting over seats. Harry pushed his trolley down the platform in search of an empty seat. He pressed on through the crowd until he found an empty compartment near the end of the train. He started to move his suitcase towards the train door. He tried to lift it up the steps but could hardly raise one end and dropped it painfully on his foot.

"Want a hand with it?" a red-haired boy asked. "Yes, please. That's very kind of you," Harry replied.

adapted from Harry Potter and the Philosopher's Stone by J. K. Rowling

5.3. The boy spoke to Harry because

- A. Harry had left the trolley on the platform.
- B. he wanted to offer Harry his help with the luggage.
- C. there were no empty seats in the compartment.

PRZENIEŚ ROZWIĄZANIA NA KARTĘ ODPOWIEDZI!

Zadanie 6. (0–5)

Przeczytaj tekst. Z podanych odpowiedzi wybierz właściwą, zgodną z treścią tekstu. Zakreśl literę A, B, C albo D.

When five teenagers sat down and posed for a picture at Copco Lake in 1982, they didn't plan to make it a tradition. But that's what it has become.

It all started with John's grandparents. They had built a hut on the lake in the mid-seventies. John used to go fishing there with his grandfather. "I wanted to share this place with my friends so I invited Brian, Mark, Dallas and David to join me there," says John. "We finished high school and it was our last summer before going to college so we wanted to relax, have fun and forget about the responsibilities we were expected to take on." The first photograph of the high school friends was just accidental. Brian grabbed John's camera, gathered all his friends and set the self-timer to take a group photo. It showed five teens, three of them without their T-shirts on, with hairdos typical of the time. David is pictured holding a coffee jar with a cockroach inside, which the guys kept as a pet.

They went to Copco Lake again in 1987. One day when Brian set his camera to take a group photo, John suggested they could recreate the 1982 pose in the photo and together with Dallas worked on the details. And then Mark said it would be fun to do it every five years. The others liked his idea and in this way a tradition was born.

In the latest picture they took they are sitting in identical positions with unchanged, mysterious expressions on their faces. The day is cloudy just like in 1982, when the first photo was taken. David is holding a pet cockroach in a different jar, though. "We haven't changed much since we were teenagers," John laughs. "But we all decided this time it was better to take the photo with our T-shirts on."

Since the first photo together, the men have gone their own ways, but they all agree that those trips to the lake have been the glue that keeps them together. They do everything to meet every five years. They've even agreed to collect money if one of them isn't able to afford the trip. "I remember one time my flight was cancelled and I drove all night to get to Copco Lake on time and pose for the photo," Brian recalls. "We want to keep this tradition for the rest of our lives, no matter what. If one of us were in hospital, others would probably find a way to bring him there anyway," he says jokingly.

adapted from edition.cnn.com

- 6.1. The five teenagers met at Copco Lake in 1982 to**
- A. get some rest before starting their studies.
 - B. help John's grandfather build a hut.
 - C. prepare for college exams.
 - D. learn how to fish.
- 6.2. Which sentence is TRUE?**
- A. The first photo was taken by John.
 - B. In the first photo David is holding a cup of coffee.
 - C. Dallas's camera was used to take the photo in 1987.
 - D. It was Mark's idea to take a similar photo every five years.
- 6.3. How does the latest picture differ from the first one?**
- A. The men's faces show different moods.
 - B. The men are all wearing T-shirts.
 - C. There is no pet in the jar.
 - D. The weather is different.
- 6.4. What once made it difficult for Brian to come to Copco Lake?**
- A. He was sick in hospital.
 - B. He was late for his flight.
 - C. He had no money for the trip.
 - D. He had to change his travel arrangements.
- 6.5. The best title for the text would be**
- A. A PHOTO WHICH STARTED A QUARREL
 - B. A NEW COLLEGE TRADITION IS BORN
 - C. A WAY TO KEEP FRIENDSHIP ALIVE
 - D. HOW TO MAKE FRIENDS EASILY

PRZENIEŚ ROZWIĄZANIA NA KARTĘ ODPOWIEDZI!