

Task 2

- Read this article about an unusual way of publishing poems and then read the sentences (8-14) following it.
- Mark a sentence A if it is **true** according to the article.
- Mark it B if it is **false**.
- Mark it C if **there isn't enough information in the text to decide** if the sentence is true or not.
- Write your answers in the boxes next to the numbers as in the example (0).

POET HIJACKS ATLANTA STREETS WITH HAIKU* ADVERTISING CAMPAIGN

Artist satirises roadside adverts by nailing his poetry to traffic lights and streetlamps across the city Artist John Morse has been peppering Atlanta's road intersections with haikus, nailing his poetry to traffic lights and streetlamps in an attempt to provide commuters with "poetic snapshots of the urban condition". Mimicking the usual advertisements for weight loss and health insurance, Morse's poems began appearing throughout the city last month. From the advice: "Lose ugly weight fast!!/ Feel Happier! Healthier!/ Dump your bigotry" to: "Meet local singles!!/ Easy: stand near others/ Hang up your cell phone" and: "Free debt counselling/ Take the important first step/ Beware signs like these", the artist has written 10 different haikus, printed 50 copies of each and placed them at 500 locations across Atlanta. "People read these bandit signs. They'll read them if it's about an electrician or they'll read them if it's about anything", explained Morse. "So if they read it and they like it, great, if they read it and they don't like it, great. But the fact is they'll read it, they're going to read my poetry and that's my goal. "There's a great deal of bad in the world, and one of the few things that helps endure the cruelties of the world is art," he said. "A little bit of art can do a great deal of good. And I want to spend my life doing something good ... Will it be good? I don't know. But I'm going to try." Backed by artist support group Flux Projects, which says the signs offer "compact observations and commentary on modern life", the Roadside Haiku initiative is scheduled to run until the end of October. The haikus haven't been welcomed by everyone, however: Peggy Denby of Keep Atlanta Beautiful described them as "litter on a stick" and told local news site wsbtv.com there would be fines if they weren't taken down.

(<http://www.guardian.co.uk>, September 2010)

*haiku: short poem

- 0) John Morse's poems can be read at crossroads in Atlanta. **A**
- 8) The haikus are mostly about beauty spots around the city.
- 9) The poet makes his haikus resemble typical advertisements.
- 10) The idea for this campaign came to Morse years ago.
- 11) The same haikus appear at various places in the city.
- 12) Morse is not sure people will read his poems.
- 13) It is Morse's belief that art has a social impact.
- 14) Flux Projects has backed similar initiatives in the city.