

PROTECTING OUR ENVIRONMENT - LISTENING SECTION

Listen to the interview and choose the correct answer for each question.

1. The term 'greenwash'

- A) describes genuinely environmentally friendly products.
- B) is the technical name of a thin, eco-friendly paint.
- C) refers to certain deceptive advertising methods.
- D) describes products which are inherently harmful to the environment.

2. Advertising products as 'green'

- A) exploits people's feelings of guilt.
- B) contributes to a less consumerist lifestyle.
- C) is avoided by companies which pollute the most.
- D) encourages people to think seriously about the future of the planet.

3. According to the speaker, the company BP sells mainly

- A) petroleum.
- B) other fossil fuels.
- C) solar panels.
- D) wind turbines.

4. Manchester airport's 'carbon neutral' plan involves

- A) reducing CO₂ emissions from planes.
- B) doubling the current number of flights.
- C) the use of energy-saving lighting.
- D) making complicated calculations regarding fuel.

5. When we buy products advertised as green,

- A) it is generally less costly for our budget.
- B) we feel obliged to adopt a greener lifestyle.
- C) we feel better about ourselves.
- D) we are making a radical change in our habits.

6. What does Morris Bell imply when he mentions the petrol company's poster with flowers coming out of chimneys?

- A) It represents a real technological innovation in refinery filters.
- B) It is an absurd and amusingly blatant example of greenwashing.
- C) It helped the company significantly reduce its carbon footprint.
- D) It was designed to promote a new line of organic products.

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7. **According to Morris, why don't businesses focus on manufacturing truly ecological products instead?**

- A) Because there is no consumer demand for real green products.
- B) Because environmental regulations change too quickly.
- C) Because changing public perception through ads is cheaper and easier.
- D) Because they lack the technical expertise to develop green technology.

8. **Regarding British Petroleum (BP), what does the speaker acknowledge as true?**

- A) They produce more renewable energy than petroleum.
- B) They invest in renewables, possibly more than rival companies.
- C) Their "Beyond Petroleum" slogan is entirely accurate.
- D) They have completely stopped selling traditional fossil fuels.

9. **Why is the Manchester Airport plan described as flawed or contradictory?**

- A) It assumes passengers will bring their own low-energy lightbulbs.
- B) It calculates emissions but excludes the actual flights from the total.

C) It relies on a 50% reduction in passenger numbers that won't happen.

D) It is scheduled to take effect too late to make any real difference.

10. **What quote or idea does the speaker use to close his argument about reality?**

A) It is impossible to change reality without changing corporate law first.

B) Reality will eventually catch up with companies that lie to consumers.

C) It is cheaper to change how people perceive reality than to change reality itself.

D) Real environmental change starts with individual conscience, not corporate ads.