



READING ACTIVITY N° 3

Full name : _____ Level: Upper-intermediate

Competencia: Lee diversos tipos de textos en inglés como lengua extranjera.

Capacidad: Obtiene información del texto escrito.

Desempeño Precisado: Identifica información explícita, y complementaria integrando datos para resolver diversos ejercicios de comprensión lectora.

- I. Read the article about World Book Day. Six sentences have been removed from the article. Choose from the sentences A–G the one which fits each gap. There is one extra sentence.

World Book Day

Where were you on Saturday 23rd April, in the UK? (1) As part of World Book Day, a campaign to raise interest in and promote the reading of books resulted in an enormous book giveaway. One million books were given away by ordinary people, or 'donors' as they were called.

The way it worked was this. (2) There was even a 'chicklit' book on the list. That is, one of those wonderfully witty, up-to-date books written for today's women's market. Then, people from all over the UK applied to be a 'donor'. They had to say on their application form which book from the list they would like to give away and why. If their application was accepted, the 'donors' were sent 48 copies of the book that they had chosen. (3) These donors were from all sections of society. There were teachers, factory workers, police officers, business people and many more, all united by one thing: a love of books and a desire to encourage others to share that pleasure. The people they chose to give the books to could be people they knew or people they simply met on the night. The idea was also that the recipients would then pass on the free book to others after reading it.

In recent years, books have had to compete with TV and film as a form of entertainment and today many people are concerned that the value of a book is no longer appreciated as much as it used to be. (4) Certainly those interviewed on the night were very enthusiastic about the idea. As one donor said, 'Many people think that reading books is an intellectual activity and is generally boring. Too many of us have the memory of being forced to read heavy classics at school, probably at far too early an age to really appreciate them. (5) In reality, reading can be a fascinating activity which is both escapist and informative. For me, a book opens up a whole new world. I'd really like to pass that pleasure on.'

There were definitely a lot of happy people around on World Book Night. We saw many of them on television at a special event held in Trafalgar Square, London, where some of the authors of the books on the giveaway list gave interviews, talks and readings to an enthusiastic crowd. (6) They said that people should realise that the cost of a book reflected the work of the author, and prices of books should be raised rather than cut, as they have been in recent years in competition wars between supermarkets and book stores. They believed that this project would not help those bookshops which were trying to survive in today's economic climate. However, the critics were in the minority and the book night has proved to be a great success. Don't forget that if you did receive a free book, read it and then pass it on!

- A It was hoped that World Book Night would introduce books to a wider range of people.
- B People do not read enough these days, and that is a great shame.
- C Firstly, a team compiled a list of 25 books, including examples of all genres of fiction from thrillers to classics.
- D A few critics of the project complained that by giving away books for free it could undermine the value of books rather than increase it.
- E If you were out and about then it's quite possible that you were the lucky recipient of a free book!
- F On Saturday 23rd April, these people all gave away their copies of the book to whoever they wanted.
- G This can put you off reading for life!

II. Read the article again and choose the best answers (A, B or C).

- 1 The aim of World Book Day is to
 - A give away books.
 - B promote book sales.
 - C encourage people to read.

- 2 Potential donors all
 - A come from similar backgrounds.
 - B want to inspire others.
 - C disliked reading at school.

- 3 Some people fear that books are no longer appreciated because
 - A there are more popular forms of entertainment.
 - B they are not very well-written.
 - C reading is too difficult.

- 4 The donor interviewed in paragraph 3 thinks books can be
 - A too realistic.
 - B too heavy to carry.
 - C a distraction from real life.

- 5 People at the World Book Night event were
 - A generally positive.
 - B critical of the campaign.
 - C happy to be on television.

- 6 People who received a free book at the event should read it then
 - A take it back to a book shop.
 - B give it to someone else.
 - C write a review.

