

- Toate subiectele sunt obligatorii.
- Timpul efectiv de lucru este de 120 de minute.

### ÎNȚELEGEREA TEXTULUI CITIT

#### SUBIECTUL I

(40 de puncte)

Read the text below. Are the sentences 1-5 'Right' (A) or 'Wrong' (B)? If there is not enough information to answer 'Right' (A) or 'Wrong' (B), choose 'Doesn't say' (C). Mark A, B or C on your exam sheet.

In theory, a video could go viral just because one person posts a video, two people share it, four or their friends share it and so on. This perhaps might have happened occasionally with funny cat videos, but in reality, making a video viral is much more difficult than you think. Richard Fisher of New Scientist tried to deliberately create a viral video in 2009, describing his experiments in *Atomic dogs: The making of an Internet sensation*.

After experimenting different methods, he discovered that even if a video is good the only way to make it go viral is to get some help from a person who has real influence. One share by a "sneezer" like this can give a video the push it needs to start trending, triggering a self-sustaining chain reaction. In the New York Times article, they reveal that what made *Kony2012* reach 40 million views in just a few days were the tweets by people like Oprah Winfrey and Justin Bieber, who have millions of loyal followers.

There is another way to make a video go viral. Many people remember the legendary "Tipp-Ex A Hunter Shoots A Bear" video on YouTube, viewed at least 20 million times. This was actually a very expensive ad, relying on a custom YouTube page, some clever application design work and quite a lot of work with a film crew, talent and a guy in a bear suit.

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1. It is certain that a video will go viral when people share it.  
A. Right                      B. Wrong                      C. Doesn't say
2. The author of the article tried to make a video go viral and failed.  
A. Right                      B. Wrong                      C. Doesn't Say
3. A "sneezer" is a person who can help make a video go viral.  
A. Right                      B. Wrong                      C. Doesn't Say
4. The tweets of famous people definitely helped *Kony2012* have 40 million views.  
A. Right                      B. Wrong                      C. Doesn't say
5. The help of famous people is the only way to make a video go viral.  
A. Right                      B. Wrong                      C. Doesn't say