

FOCUS

Reading

1 You are going to read an article about counterfeit goods. Complete gaps 1-5 with sentences A-F. There is one extra sentence.

- A Some people purchase cheaper options deliberately, knowing they aren't genuine but hoping they won't do any harm.
- B However, unlike an illegal fake, you have got an item of superb quality and you won't have broken the law by buying it.
- C The problem with these products is that they look so similar to the real thing that police officers and customs officials are unable to distinguish between them.
- D They don't mind, as long as they feel they have got a bargain.
- E When you include the value of products which are sold in the country they are produced in, this amount more than doubles.
- F If you only buy from reputable shops and their websites, you can be sure that you are buying the right product.

SAVE MONEY WITHOUT BREAKING THE LAW

Fake brand-name goods have been popular for many years. Most people who buy them know that what they are buying isn't really made by the company whose name is on the label. (1) _____ Although the quality can't be guaranteed, they can, at least for a short while, pretend to themselves and their friends that they are wearing the same clothes, watches, perfume and jewellery as the celebrities they admire.

Now, however, the problem is growing. The Organisation for Economic Cooperation and Development estimates that the value of counterfeit goods crossing international borders is over \$250 billion a year. (2) _____ This reduces tax revenues for national governments and makes it more difficult for them to finance schools, hospitals and other essential services.

However, the problems are not only financial. The Internet has seen potentially harmful fake products being offered for sale. The most dangerous of all are fake medicines. (3) _____ Others, who would never deliberately buy any drugs not regulated by the government, are fooled by authentic-looking websites. Whatever the reason, the purchase can be deadly. Large numbers of children have been killed by fake drugs and baby products in countries such as China, Panama and Nigeria in recent years. Almost certainly individuals have suffered in the same way in many other places.

It is easy to avoid fake products. (4) _____ By careful searching, you can find which of these stores is selling the products you want for the lowest prices.

You can save even more money, though, by searching for cheap, but legal alternative products. A quick search shows that a Rolex Explorer II watch can cost from about \$3,000 to over \$5,000 depending on the model you prefer. A fake Rolex is cheaper but it may not work or it may not even arrive. However, an original Steinhart Ocean II can be yours for under £500 and it is reasonably similar to a Rolex. It doesn't have the more famous name on it and people may not be as impressed by it as by a fake Rolex. (5) _____ You will also have a receipt in case anything goes wrong.

We all like a bargain and some products are extremely expensive but buying counterfeit goods is not the best way to find one.

2 Read the two texts. For questions 1-5, choose the correct answer, A, B, C or D.

- 1 According to the first text, the Luddite protests started because
 - A unemployment benefits had stopped.
 - B there was no work for unskilled workers.
 - C a lot of people didn't have enough money to eat.
 - D the government broke their promise to help people.
- 2 The writer of the first text does not mention
 - A any deaths resulting from the protest.
 - B how factory owners fought back against protestors.
 - C how the protests affected the law in Britain.
 - D in which parts of the country the attacks happened.
- 3 Ned Ludd
 - A is as famous now as the group which took his name.
 - B and his attack on machinery was reported in the newspapers at the time it happened.
 - C was in the British army before becoming a protestor.
 - D first became well-known in the same year that the protests took place.
- 4 The author of the second text says that
 - A we should find jobs that won't change over our lifetime.
 - B technology is threatening a wider range of jobs now than in the past.
 - C technology nowadays is not really threatening jobs in the same way that it used to.

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D people are to blame if they have lost their job to technology.

5 The two texts talk about

A the effect of new technology on the workforce.

B how the word Luddite is misunderstood.

C individuals who have made technology work for them.

D a mythical person leading a protest group.

WHO WERE THE LUDDITES?

The beginning of the 19th century was a very difficult time for workers in the UK. Unemployment was high and, at a time when unemployment benefits were non-existent, this could mean starvation for the jobless workers and their families. There were food riots in many cities but an unsympathetic government acted against the protestors rather than trying to help them. At the same time, new machinery in factories meant that traditional skills were no longer needed. Something had to happen and, in early 1811, it did.

At the start of the year, factory owners in the Nottingham area started receiving mysterious letters from someone who called himself General Ned Ludd. The letters threatened that businesses which took advantage of improvements in technology by reducing wages and replacing skilled workers with unskilled machine operators would suffer. When nothing happened, the threats started to be carried out. Attacks took places on factories and cotton mills, and machinery was destroyed. The riots soon spread to other industrial areas in the north of Britain.

When the protests continued into 1812, troops were sent to keep order and many industrialists also hired their own armed guards. At the same time, a new law introduced the death penalty for causing industrial damage. The attacks continued but slowly law and order was restored and, by 1817, the Luddite movement died out. Attacks on factories still took place occasionally but most workers were forced to return to work, earning less money for longer hours while the factory owners became rich thanks to the machinery that the Luddites had failed to destroy.

What about General Ludd himself? No one actually knows whether he existed at all. He certainly wasn't a real general and the only army he might have been a part of was an army of protestors. A newspaper article stated that, in 1779, after being punished for laziness, he took revenge by destroying two machines at his workplace.

However, the story was only published after the Luddite attacks broke out in 1811. As one of the stories of General Ludd says that he based himself in nearby Sherwood Forest, it is clear that, whether or not a Ned Ludd ever existed, his supporters were trying to build him up into a Robin Hood style hero. Ned Ludd may be forgotten but his name lives on in the English language. A Luddite is now defined in dictionaries as anyone who is opposed to using modern machines and methods.

ARE YOU A LUDDITE OR A BRADITE?

According to a new report, up to ten million jobs in the UK could be lost in the next twenty years to robots and computers. In the past, the most likely people to suffer were those in low-paid, unskilled, repetitive jobs such as factory workers, whose numbers have dropped alarmingly because of automation.

However, it isn't only the old, traditional industries which are now affected. Who could have guessed only a few years ago that so many bank branches would be closed because of the rise in Internet banking? What will happen to taxi drivers and lorry drivers when driverless cars become affordable and commonplace? No one's job can be guaranteed to be safe anymore. Even teachers may be replaced by laptops and computerised lessons. So what can we do to protect ourselves in this ever-changing world?

The most important advice is not to despair. There is one thing that everyone can do. We can and must embrace new technologies and learn to live with them. It is now vital to develop new skills and continue to develop them throughout our working lives. We almost certainly won't be still doing the same job when we retire as when we leave education and successful people will be willing to retrain many times.

In the past, workers threatened by machinery joined the Luddites and attempted to halt the march of progress by smashing things up. Perhaps we should form a new group. How about the Bradites who follow the example of Brad Colburn, a self-made millionaire who made his money by filming himself playing his favourite video games while describing them and posting the films on YouTube. That's not a bad way to earn a living!