

How the recycling symbol was created

Gary Anderson designed a symbol which we see everywhere nowadays.



I studied engineering at the University of Southern California at a time when there was a lot of emphasis in the United States on training young people to be engineers. That said, I eventually switched to architecture. I just couldn't get a grasp on electronics and architecture seemed more concrete to me.

It was around that time that I saw a poster advertising a design competition being run by the Container Corporation of America. The idea was to create a symbol to represent recycled paper. One of my college requirements had been a graphic design course so I thought I'd give it a go. It didn't take me long to come up with my design: only a day or two. **37** But I already had arrows and angles in my mind because on my course I'd done a presentation on recycling waste water. I'd come up with a graphic that described this process very simply.

The problem with the design I'd done earlier was that it seemed flat, two-dimensional. So when I sat down to enter the competition, I thought back to a field trip in elementary school to a newspaper office where we'd been shown how paper was fed over rollers as it was printed.

38 The three arrows in it look like strips of folded-over paper. I drew them in pencil, and then traced over everything in black ink. These days, with computer graphics packages, it's rare that designs are quite so plain.

I think I found out I'd won the competition in a letter. Was I excited? Well, yes of course – but not that excited. **39** So it just seemed like, of course I would win! There was a monetary prize, though for the life of me I can't remember how much it was... about \$2,000?

When I finished my studies, I decided to go into urban planning and I moved to Los Angeles. It seems funny, but I really played down the fact that I'd won this competition. I was afraid it would make me look as though I was interested in graphics, rather than urban planning. **40** I remember seeing it once on a leaflet which had been produced on recycled paper, but then it disappeared.

A while after graduating, I flew to Amsterdam for a holiday. I'll never forget: when I walked off the plane, I saw my symbol. It was on a big recycling bin. And it was bigger than a beach ball! **41** I was really taken aback. That was quite a long time ago though. Since then, I've got more qualifications and worked for quite a few different firms, some more environmentally aware than others.

I feel much prouder of the recycling symbol now than I used to, probably because it's so widely seen. Maybe this design has been more important to me than I'd thought. **42** There's more to me than the recycling symbol.

- A Still, I'd hate to think that my life's work is defined by it.
- B I used what I'd seen to create the image.
- C I'm no expert on recycling but I can certainly see its value.
- D I hadn't thought about it for years and there it was right in my face.
- E I realise that seems ridiculous for someone that's been so successful.
- F Also, nothing much happened to the symbol for a while.
- G I guess at that point in my life I had an exaggerated sense of my own importance.

You are going to read part of the autobiography of a surfing instructor. For questions 43 – 52, choose from the sections (A – E). The sections may be chosen more than once.

Mark your answers on the separate answer sheet.

In which section does the writer mention

feeling satisfaction that her determination resulted in better performance?

43

the problem of having to wait for conditions to be favourable for surfing?

44

a change which helped her to pursue her hobby?

45

continuing to surf even when the conditions were unfavourable?

46

the pleasure she gets from seeing others succeed?

47

being aware that it would take time for her abilities to be recognised?

48

her enthusiasm for the sea being recognised by someone else?

49

an admission that she doesn't think about what she is doing when surfing?

50

not being concerned that she stood out from others?

51

people appreciating her serious attitude towards her surfing?

52

A My journey to the sea began when I was tiny. My mum, who used to surf then, would sit me on one of her old boards and push me into the little waves in a few centimetres of water. We both soon realised I had an unstoppable appetite for the waves, something which has never faded. Soon after that we moved to a house which was almost on the beach. I could literally walk out of the garden into the sea. Living by the sea is something you never take for granted if you surf. I open the curtains in the morning and my heart leaps as I see the long perfect lines of waves rolling into the bay.

B Being the only girl in the water when I was learning to surf never bothered me because I'd always been trying to keep up with an elder brother who was exceptionally good at sports. So there I was, a tiny little thing, itching to better my surfing by checking out other surfers and looking for new moves. I was surfing four times a day in the summer holidays, before and after school right through the winter months as the temperatures dropped and the sea was really wild. I just couldn't get enough of it.

C Things started to get competitive as I got older and stronger. I was tackling more challenging waves: faster, more powerful and more dangerous, but I was gaining confidence and building up my experience, and it was really rewarding to see myself improving. And that's when the boys started to notice me, and they weren't too sure how to cope with it. They seemed to think along the lines of 'She's only a girl – she won't manage that wave, so I'll get in there and show her how to do it.' Convincing them that I could hold my own in the waves wasn't going to happen overnight.

D Over time and after a few hair-raising moments, I made some friends and mutual respect blossomed between me and the guys who spent all their time in the waves with me. When I started pulling off some good moves on my surfboard and throwing a bit of spray on the waves, they began giving me a bit of credit, so that if I was going out when the surf was really big, they would shout out instructions to make sure I had the best chance. They knew I wasn't messing about and that I was going for it out there. Things got really interesting when I went in for competitions. In fact, I entered every national surfing competition over ten years. Competition surfing can be extremely frustrating, since you can never guarantee waves at a certain time on a certain day, and there's vast amounts of hanging around.

E Now I've set up a surf school and I've got a whole new perspective. When you start teaching something, you have to learn for yourself again. Everything you've been doing instinctively without really noticing for the last fifteen years has now got to be passed on, and it gets surprisingly detailed and tricky in parts. But it's been fantastic introducing so many people to the sport, and it's even better when you get to see their big grins when they stand up for the first time and ride a wave into the shore. Surfing has taken me all over the world and now it feels like it's brought me home again.

Walking on waves

Sarah Whiteley talks about her love of surfing and how it began.

Part 1

You will hear people talking in eight different situations. For questions 1 – 8, choose the best answer (A, B or C).

1 You hear a young man talking about his hobby of rock climbing.

How does he feel about it?

- A satisfied with his level of expertise
- B concerned about doing a dangerous sport
- C proud when he copes with difficult conditions

2 You hear a public announcement at a family theme park.

What does the announcement contain?

- A a change to a timetable
- B details of a new attraction
- C instructions about a location

3 You hear two people talking about a course they have attended.

What was the topic of the course?

- A book illustration
- B journalism
- C publishing

4 You hear two people talking about a film they have both seen.

What do they agree about?

- A The story wasn't very original.
- B Reviews of the film weren't accurate.
- C The message wasn't very positive.

5 You hear a man being interviewed about a new project he has set up in his home town.

What is the purpose of the project?

- A to reduce the amount of litter on a town's streets
- B to increase the inhabitants' awareness of recycling
- C to stop shopkeepers using plastic bags for customers' purchases

6 You hear a man talking on the radio about salespeople.

What does he say about them?

- A They take pride in forming good relationships with buyers.
- B They keep one objective in mind at all times.
- C They prefer people they think are easy to sell to.

7 You hear two friends talking about a student website.

What do they agree about it?

- A It is visually attractive.
- B It has a lot of useful advertisements.
- C It is easy to navigate round.

8 You hear a chef talking about taking part in a cookery competition.

What did he find surprising?

- A how nervous he felt
- B how rushed he felt
- C how tired he felt

Part 2

You will hear a man called Chris Graham talking to a group of students about a vacation job he had in Australia.

For questions 9 – 18, complete the sentences with a word or short phrase.

My Vacation Job in Australia

Chris thinks the best place to find a job like he had is the

(9)

Chris is studying (10) at university.

For most of the time he was working for the travel company, Chris lived in a (11) outside of the town.

Chris was often asked to go to a (12) at the weekend.

In the mornings, Chris had to drive tourists to see the (13) in the desert.

Many of the tourists were unaware of the need to keep their (14) covered up when they were in the sun.

The tourists particularly wanted to know how to tell the difference between the (15) of the wild animals.

In the afternoons, the tourists were able to see some (16) that had more than one use.

Chris says that the local government would like to have a larger (17) to attract tourists.

Chris advises other students to send off their job application forms in the month of (18) at the latest.

Part 3

You will hear five short extracts in which people are talking about happiness. For questions 19 – 23, choose from the list (A – H) what each person says happiness means to them. Use the letters only once. There are three extra letters which you do not need to use.

A Having a happy personality allows you to cope effectively with problems.

B Happiness comes from having someone special to share your thoughts with.

Speaker 1 19

C Happiness is all about the experience of overcoming problems.

Speaker 2 20

D Happiness is a short escape from everyday routine.

Speaker 3 21

E True happiness lies in making others happy.

Speaker 4 22

F Older people are less happy than younger ones.

Speaker 5 23

G Happiness is being thankful for what you have.

H Happiness comes from achieving your goals.

Part 4

You will hear part of a radio interview with an author called Mickey Smith, who is talking about becoming excellent at sport. For questions 24 – 30, choose the best answer (A, B or C).

24 When asked about his theory on talent, Mickey says that

- A he is doing further research with other people.
- B he realises some people disagree with him.
- C he has not yet fully proved his ideas.

25 Mickey believes that outstanding football players

- A have better levels of concentration than other players.
- B are aware of the positions of other players on the pitch.
- C are faster runners than other players.

26 How did Mickey feel when he first became successful at gymnastics?

- A convinced he had a natural aptitude for the sport
- B conscious that others in his area didn't have the same chances
- C lucky to have had one of the best training routines

27 Mickey says that the motivation to continue training for long periods of time

- A develops at an early age in people who become experts.
- B depends on your personal attitude towards success.
- C does not come naturally to most people.

28 Mickey says that coaches working with young people need to understand that

- A children and adults have different thought processes.
- B young people have a built-in drive to succeed in areas like sport.
- C it is important to focus on mental rather than physical techniques.

29 Mickey says that many people who play sport don't bother to try hard because

- A they feel incapable of reaching the same levels as sports stars.
- B they don't have time to put in the necessary effort.
- C they are not confident in their ability to deal with success.

30 According to Mickey, what can cause some sports people to fail at important events?

- A They haven't trained enough.
- B They are inexperienced at dealing with pressure.
- C They can become too aware of their actions.

