

NOTE: Choose option A or B, and answer the questions from 1 to 4. For question 5, you can choose to write the composition that you like best, from either option A or option B.

OPTION A

‘Plogging’: The New Eco-Friendly Fitness Fashion

Resolving to start going to the gym is something that many people do at the beginning of the year. Whether or not they stick to this resolution is another thing. But people might be motivated to work on their fitness in a new way by taking care of the environment while exercising at the same time. That is the idea behind ‘plogging’, a new environmentally conscious fitness trend where people pick up rubbish while on a run.

The Swedish are known for providing this world with many great things – IKEA furniture, ABBA, and Swedish meatballs – and now we can thank them for ‘plogging’. According to The Washington Post, this new workout trend is spreading across the globe – primarily via social media – throughout Europe and into the US, Mexico, and beyond. On Instagram alone, there are now more than 10,000 posts tagged #plogging, which is a combination of ‘jogging’ and ‘plocka upp’ (Swedish for ‘pick up’) – that is exactly what people do when they ‘plog’, pick up garbage and run.

Yes, it’s that simple and won’t cost you the ridiculous fees that a gym membership definitely will when you only go to the gym once a week. All it requires is a garbage bag and running clothes.

And while this might not seem like much of a workout, the proof is in the numbers. Thirty minutes of jogging and picking up trash burns about 288 calories, thanks to the movements that your body makes when picking up the trash.

But ‘plogging’ isn’t just about working out – your environment, in addition to your body, will thank you. Littering is a huge problem. It costs money for the community in clean-up efforts, it decreases property values and can cause serious environmental contamination. If every person picked up a piece of litter a day, there would be 300 million fewer pieces of litter.

People in India are taking ‘plogging’ to a new level because they are introducing ‘plogging’ in hiking as well. An increasing number of people go hiking these days, so plastics and garbage are increasing in isolated areas and no one goes to clean them up. So hikers are going ‘plogging’ themselves. In Bangalore, a ‘Plogging Party’ is being hosted for people who love to camp and clean the forests. People are also cleaning up beaches filled with litter.

‘Plogging’ is a welcome trend. It not only reduces litter, but keeps the ‘ploggers’ healthy too. On top of this, it inspires many others to do the same. Maybe soon it will be difficult to find anything to pick up. That is what we are hoping for.

Fragment adapted from *SELF Magazine, Romper* and *BuzzOnEarth*, May 2018

1) BRIEFLY ANSWER 4 OUT OF THE FOLLOWING 6 QUESTIONS ONLY WITH THE DATA REQUIRED (NOT A WHOLE SENTENCE) (2 POINTS; 0.5 POINTS EACH).

1. What equipment is needed to start “plogging”?
2. How has the new environmentally conscious fitness trend expanded globally?
3. Why can we say that Indian people are taking “plogging” to a more advanced stage?
4. In the phrase *it costs money for the community in clean-up efforts* (line 18), the word “it” refers to...
5. In the phrase *and no one goes to clean them up* (line 23), the word “them” refers to...
6. What is *plogging*?

2) ARE THE FOLLOWING STATEMENTS TRUE OR FALSE? INDICATE THE LINES THAT SUPPORT YOUR ANSWER (1 POINT).

1. Though “plogging” is a great benefit to our environment, it does not help to burn calories
2. Besides being harmful to the environment, the presence of litter in a community can lower a property price.

3) CHOOSE a OR b, ONLY ONE CHOICE IS CORRECT ACCORDING TO THE TEXT (1 POINT).

1. People may not feel happy to practice sport while helping the environment
2. Environment may be completely clean of trash some day thanks to this trend.

4) VOCABULARY (2 POINTS).

4.1. Choose one of the options below and find one word in the text for its definition (0.6 POINTS):

- a. To lift things up and put them in a place to be kept in order to make a place tidy
- b. A small ball of seasoned ground meat.

4.2. Find a synonym in the text for one of the two words below (0.6 POINTS):

- a. Price
- b. Garbage

4.3. Choose one of the options below taken from the text and give a synonym for it that fits the meaning of the text (0.8 POINTS)

- a. Proof (line 14)
- b. Isolated (line 23)

5) WRITE ABOUT THE FOLLOWING TOPIC USING BETWEEN 120-150 WORDS (4 POINTS).

Is it everyone’s responsibility to take care of the environment? Give your opinion

NOTE: Choose option A or B, and answer the questions from 1 to 4. For question 5, you can choose to write the composition that you like best, from either option A or option B.

OPTION B

HOW FAST DO YOU CANCEL STREAMING SERVICES?

That is the issue facing media and entertainment companies as the battle for streaming audiences settles into a new phase. During 2019 and 2020, studios launched Disney+, HBO Max, Peacock with both paid and free tiers, Apple TV+, Discovery+ and others, all betting on original, exclusive programming to draw users. The coronavirus crisis has been very positive for the streaming industry while movie theaters, concert venues and sports arenas continue to suffer.

The problem is that, because they are so easy to cancel, those services are seeing a lot of people leave after they finish watching the shows that convinced them to sign up in the first place. That phenomenon, known in the industry as “churn,” is a growing headache in the streaming wars, according to a new report released by professional services giant Deloitte.

- 10 According to Deloitte’s survey of 1,100 people in October, 46% of respondents canceled at least one streaming service in the last six months. That is a dramatic increase from the 20% who said in a similar January survey that they had canceled a service in the previous year. Of the people surveyed who canceled a streaming subscription, 62% did so because they finished the show or movie that they had signed up to see, Deloitte said.
- 15 The data suggests it is becoming harder for media and entertainment companies to retain subscribers as competition increases, said Kevin Westcott, Deloitte’s leader. With so many services available, having exclusive content alone isn’t enough to keep people on board.

Adapted from an article by Ryan Faughnderstaff, *Los Angeles Times*, 18-1-2021

1) BRIEFLY ANSWER 4 OUT OF THE FOLLOWING 6 QUESTIONS ONLY WITH THE DATA REQUIRED (NOT A WHOLE SENTENCE) (2 POINTS; 0.5 POINTS EACH).

1. What is “churn” for the streaming industry?
2. Why is it becoming more and more difficult for entertainment companies to keep users?
3. Do most subscribers cancel their account when finishing the program they wanted to see?
4. In the phrase *they had canceled a service in the previous year* (line 12), the word “they” refers to...
5. What are Disney+, HBO Max, and Peacock examples of?
6. Is it difficult for streaming companies to offer exclusive content?

2) ARE THE FOLLOWING STATEMENTS TRUE OR FALSE? INDICATE THE LINES THAT SUPPORT YOUR ANSWER (1 POINT).

1. Coronavirus has had no effect on streaming services.
2. More than 50% of people unsubscribed a streaming service when their favourite programs had just started.

3) CHOOSE a OR b, ONLY ONE CHOICE IS CORRECT ACCORDING TO THE TEXT (1 POINT).

1. Companies need now much more than unshared products to keep users.
2. 20% of subscribers cancelled their account in January

4) VOCABULARY (2 POINTS).

4.1. Choose one of the options below and find one word in the text for its definition (0.6 POINTS):

- a) To become member of a group
- b) an examination of opinions, behaviour, etc., made by asking people questions

4.2. Find a synonym in the text for one of the two words below (0.6 POINTS):

- a) Private
- b) Participants

4.3. Choose one of the options below taken from the text and give a synonym for it that fits the meaning of the text (0.8 POINTS)

- a) Issue (line 1)
- b) Increases (line 16)

5) WRITE ABOUT THE FOLLOWING TOPIC USING BETWEEN 120-150 WORDS (4 POINTS).

Do you often use streaming services like Netflix, HBO...? What do you like about them?