NAME _____DATE_____

Task 1. Questions 1–9

Read the text below and decide which word (**A, B, C or D**) best fits each gap (**1–9**). Write the letter in the gap. *An example (0) has been done for you.*

Museum of failure

In New York, a touring exhibition shows failure **(0)** ***A*** a critical learning opportunity.

When a new product miserably fails, companies typically try to move on as **(1)** ___ as possible. To do this, they put all their energy **(2)** ___ developing fresh ideas that they hope will become popular. But the Museum of Failure never forgets. This travelling exhibition, which was first launched in Sweden in 2017, has now **(3)** ___ in New York City. By spotlighting more than 150 commercial ideas that did not succeed for various reasons, the exhibition **(4)** ___ to stimulate discussion about accepting and learning from failure.

(5) ___ exhibition is organized by Samuel West who works as a psychologist. He hopes it will help normalise the concept of failure. West thinks that failure is a critical learning opportunity and companies should accept that it happens **(6)** ___ everyone.

Indeed, many of the brands featured in the Museum of Failure have not let one or two failed products stand **(7)** ___ their way. West says visitors feel liberated when they notice well-known companies that have lots of money and skills still fail sometimes when trying new things.

Museum-goers may feel liberated when they see the failures, but that does not necessarily mean the companies want to show their failures to the world. When West first began putting together the exhibition, he had to look **(8)** ___ the failed products on eBay because the companies he contacted did not want **(9)** ___ to do with the exhibition.

	A	B	C	D
0.	*as*	*of*	*to*	*on*
1.	suddenly	slowly	quickly	faithfully
2.	on	for	under	into
3.	reached	arrived	got	visited
4.	finds	selects	aims	holds
5.	–	A	An	The
6.	for	to	with	about
7.	in	against	up	on
8.	after	on	for	out
9.	everything	anything	nothing	something

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Task 2. Questions 10–17

Read the text and decide which statement (**A, B or C**) is true according to the text. Tick (✓) the correct answer. *An example (0) has been done for you.*

Changes in the meaning of the full stop

According to language experts, young people often feel troubled by the use of a full stop, or period as it is known in the U.S., in social media communication. This seemingly neutral punctuation mark at the end of the sentence is now often interpreted as a signal of anger. In particular, this is the case among teenagers and those in their early twenties, known as Generation Z, who are more used to sending short messages without the use of full stops. Now, language experts are trying to figure out why teens have these emotions regarding this punctuation mark.

Experts explain that young people who are used to communicating electronically often prefer to break up their thoughts by sending each one as a separate message one after another instead of using a full stop. They use full stops to express being annoyed or irritated. Language researcher Dr. Lauren Fonteyn from Leiden University in Holland commented in a social media post: "If you send a text message without a full stop, it's already obvious that you've concluded the message." So, it turns out that using a full stop in texting is unnecessary because simply sending the message already shows the sentence has ended.

Owen McArdle, a linguist from the University of Cambridge, told: "Full stops are, in my experience, very much the exception and not the norm in young people's instant messages. And they have a new role in expressing an unfriendly or angry tone of voice. I'm not entirely convinced about emails and if full stops are used in this way in emails. I suppose it depends on how formal they are."

The possible shift in the meaning of the full stop in online communication has been a topic of debate among language experts and researchers for many years. Professor David Crystal, a famous linguist, suggests that the use of full stops is going through a significant change. In his book *Making a Point*, he proposes that the punctuation mark is now being used as an "emotion marker," signalling to the person who receives the message that the sender is upset or irritated.

0 On social media, using full stops can make

A *teens communicate more effectively.*

B ✓ *some groups of people feel upset.*

C *texts appear more neutral in tone.*

10 Experts believe young people are used to

A sending many messages in a row.

B freely expressing their emotions.

C feeling annoyed or irritated.

11 Dr. Lauren Fonteyn says that in messaging

A punctuation marks help make the meaning clearer.

B pressing "Send" has the same role as a full stop.

C using a full stop shows the discussion is over.

12 Owen McArdle says that he

A has noticed that full stops have a new meaning.

B is sure that teens use full stops rarely in emails.

C has little experience with instant messages.

13 The change in the meaning of full stops

A has been discussed by language experts for years.

B was only recently noticed by language experts.

C is making language experts worried.

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Crystal writes: "You look at the internet or any instant messaging exchange – anything that is a fast dialogue taking place. People simply do not put full stops in, unless they want to make a point. The full stop is now being used in those situations as an emotion marker."

In 2015, a study by Binghamton University in New York suggested that individuals who conclude their messages with full stops are considered dishonest and untrustworthy. The study, which involved 126 university students, revealed that text messages ending with a full stop, such as 'lol.' or 'let's go to Nando's.' were perceived as less genuine. Interestingly, texts ending with an exclamation point, like 'lmao!' or 'just a cheeky one!' were considered more sincere and deep.

At the time, research leader Celia Klin remarked: "When speaking face-to-face, people easily convey social and emotional information with their eyes, facial expressions, tone of voice, pauses and so on. People obviously can't use these mechanisms when they are texting. Thus, it makes sense that texters rely on what they have available to them – emoticons, deliberate misspellings that represent speech sounds and, according to our data, punctuation."

14 Professor David Crystal's main idea is that people

A are exchanging messages too fast nowadays.

B do not show emotions in instant messages.

C use full stops with a special purpose

15 The 2015 Binghamton University study found that students

A considered messages with full stops irritating.

B did not trust people who use full stops.

C used full stops in different meanings.

16 Celia Klin suggested that people

A use language mistakes to give extra information in text.

B do not know how to write good text messages.

C prefer to communicate face-to-face.

17 In the article, the attitude expressed towards the change in the full stop's meaning is

A positive.

B negative.

C neutral.

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Task 3. Questions 18–26

Read the text below and fill in the gaps. Write your answers after the numbers (**18–26**) in the margin. Write no more than **one** word for each gap. *An example (0) has been done for you.*

Video game pirates arrested

The police broke off a video game trafficking ring **(0)** ___ Italy, after fake vintage consoles and games worth almost €50m were seized.

Among the forged games were popular titles from **(18)** ___ 1980s and 90s, including Mario Bros. and Star Wars. The pirated consoles were imitations of the iconic devices produced by Nintendo, Sega and Atari and **(19)** ___ not meet strict safety standards.

New versions of video games and gaming consoles that were released decades ago have recently increased **(20)** ___ popularity. The games command high prices, in a cultural trend known **(21)** ___ "retrogaming". Around 12,000 consoles holding over 47 million pirated video games were seized by the police.

The stolen goods had **(22)** ___ estimated value of €47.5m. This figure includes the value **(23)** ___ the consoles and hundreds of licenses for the pirated programs. They were all from China and were imported to **(24)** ___ sold in specialised shops or online. Nine Italian nationals **(25)** ___ been arrested and charged with trading in counterfeited goods. If found guilty, they face up **(26)** ___ eight years in prison.

(0) *in*

(18) _____

(19) _____

(20) _____

(21) _____

(22) _____

(23) _____

(24) _____

(25) _____

(26) _____

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