	Pruebas de Acceso a enseñanzas universitarias oficiales de grado Mayores de 25 años Castilla y León CONVOCATORIA 2014	LENGUA EXTRANJERA: INGLÉS	EJERCICIO 2 páginas
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OPTION A

THE EXTRAORDINARY SCIENCE OF ADDICTIVE JUNK FOOD

Bob Drane was the company’s vice president for new business strategy and development when Oscar Mayer tapped him to try to find some way to reposition bologna and other troubled meats that were declining in popularity and sales. In 1985, when Drane began working on the project, his orders were to “figure out how to contemporize what we’ve got.”

Drane’s first move was to try to zero in not on what Americans felt about processed meat but on what Americans felt about lunch. He organized focus-group sessions with the people most responsible for buying bologna — mothers — and as they talked, he realized the most pressing issue for them was time. Working moms strove to provide healthful food, of course, but they spoke with real passion and at length about the morning crush, that nightmarish dash to get breakfast on the table and lunch packed and kids out the door. He summed up their remarks for me like this: “It’s awful. I am scrambling around. My kids are asking me for stuff. I’m trying to get myself ready to go to the office. I go to pack these lunches, and I don’t know what I’ve got.” What the moms revealed to him, Drane said, was “a gold mine of disappointments and problems.”

QUESTIONS

1. Translate the following paragraph into Spanish (4 points).


Working moms strove to provide healthful food, of course, but they spoke with real passion and at length about the morning crush, that nightmarish dash to get breakfast on the table and lunch packed and kids out the door. Drane summed up their remarks for me like this: “It’s awful. I am scrambling around”.

2. Read the text and answer the questions. Use your own words. Answers will be assessed from 0 to 1 (2 points as a whole).

- a) Why was Drane looking for a new business strategy?
- b) What was Drane’s first move?

3. Complete the following sentences. Use the appropriate form of the word in brackets when given. Answers will be assessed from 0 to 0.5 (4 points as a whole).

In 1988, Yoplait brand _____ (1. transform) traditional unsweetened breakfast yogurt (2.) _____ a veritable dessert. It now had twice as (3.) _____ sugar per serving (4.) _____ General Mills’ marshmallow cereal Lucky Charms. And yet, because of yogurt’s well-tended image as a wholesome snack, sales of Yoplait (5. be) _____ soaring with annual revenue topping \$500 million. (6. embolden) _____ by the success, the company’s development wing pushed even harder, inventing a Yoplait variation that came in a squeezable tube — perfect for kids. They called it Go-Gurt and rolled it out (7. national) _____ in the weeks before the C.E.O. meeting. (By year’s end, it would (8. hit) _____ \$100 million in sales.)

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OPTION B

CARTEL CENSORSHIP REACHES MEXICO CITY

Like an unstoppable tsunami, the wave of drug-related censorship that has enveloped thousands of journalists in Mexico has reached the capital city, long a bastion of relatively open crime reporting, according to a report released Wednesday by the Committee to Protect Journalists.

Since former President Felipe Calderon declared war on Mexico’s criminal syndicates seven years ago, reporters in the provinces have adapted to the new rules of the game: no detailed reports on cartel activity, no mention of top echelon drug leaders, no serious investigations into executions. In hundreds of towns and cities across Mexico, journalists can do little more than regurgitate vague official press releases. For those who stray, threats, kidnappings, beatings and murder are not uncommon. According to Article 19, a press freedom group, 50 reporters have been killed since Calderon took office on December 2006.

But until recently, Mexico City-based journalists had largely been spared from the cartel demands that created a self-imposed censorship for most of the country. They often wrote about criminal organizations without fearing for their lives and the city itself was a bubble of relative calm. Now that’s changed. One of Mexico’s strongest cartels has silenced the press there.

QUESTIONS

1. Translate the following paragraph into Spanish (4 points).

Until recently, Mexico City-based journalists had largely been spared from the cartel demands that created a self-imposed censorship for most of the country. They often wrote about criminal organizations without fearing for their lives and the city itself was a bubble of relative calm. Now that’s changed. One of Mexico’s strongest cartels has silenced the press there.

2. Read the text and answer the questions. Use your own words. Answers will be assessed from 0 to 1 (2 points as a whole).

a) What’s new in Mexico City?

b) Why do journalists repeat official press releases in towns and cities across Mexico?

3. Complete the following sentences. Use the appropriate form of the word in brackets when given. Answers will be assessed from 0 to 0.5 each (4 points as a whole).

After arriving _____ (1.) Neza - a city of over 1 million people 10 miles southeast of Mexico City - Familia Michoacana first ensured its monopoly over drug sales. Then, its members _____ (2. begin) to kidnap and extort, roaming the city in big SUVs and threatening police officers from behind rolled down, blacked-out windows. In the process, the report noted, they infiltrated the police, _____ (3. make) it impossible for the mayor of Neza _____ (4.) protect his people. Or the journalists who cover it. “To stay alive in Neza, journalists _____ (5. simple) stop _____ (6. tell) the public what the cartel _____ (7. not want) the public to know,” O’Connor wrote. It’s not only cartels that are intimidating Neza’s reporters into silence. The city’s police are also censoring journalists in _____ (8.) attempt to kill reports that make them look “incompetent or corrupt.”