WRITING SECTION

A. Write a paragraph using the statement below as the topic sentence and the list containing details. Give your own examples from films.

Big-budget American films (blockbusters) are becoming more and more popular in the world.

| D        | - easy to watch
|          | not make heavy demands on the brain → example(s) |
| E        | - new technology used / create brilliant special effects → example(s) |
| T        | - top stars hired → example(s) |
| A        | - advertised extensively beforehand → example(s) |
| I        | - maximum distribution handled by professional → example(s) |
| L        | film companies. |
| S        | |

B. Write a paragraph about the market share of American films in Turkey during the last three decades.

THE MARKET SHARE OF ALL FILMS

<table>
<thead>
<tr>
<th>Films</th>
<th>1970s</th>
<th>1980s</th>
<th>1990s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkish</td>
<td>45%</td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>American</td>
<td>40%</td>
<td>50%</td>
<td>80%</td>
</tr>
<tr>
<td>European</td>
<td>15%</td>
<td>25%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Include your comments on the questions below.

1. Why has the market share of Turkish films dropped?
2. Why were European films more popular in the eighties?
3. What can be the cause of the increasing market share of American films apart from the causes given in part I?
A. Fill in each blank with the appropriate form of the verb in brackets.

* Tom (1)____________________________ (always, complain) about his wife's driving. He thinks Janet (2)____________________________ (cause) a traffic accident pretty soon. On the other hand, Janet thinks she is perfectly capable of (3)____________________________ (drive) safely but finds it difficult (4)____________________________ (prove) it to Tom. She is on the point of (5)____________________________ (lose) her patience with him.

* Sheila decided (6)____________________________ (run) a grocery shop last year. At the moment, she (7)____________________________ (earn) a lot from it. Next year, she (8)____________________________ (try) adding an annex selling fruits and vegetables if everything continues to go well. By the year 2000, she (9)____________________________ (change) her flat and her car and in other words her life completely.

* In my childhood, I (10)____________________________ (be) a good football player. I (11)____________________________ (take off) my shirt during the matches and usually end up in bed with a cold. When I look back, I find it easy (12)____________________________ (remember) my mother's anger at my carelessness and my father trying to calm her. Now, being a successful businessman, I prefer (13)____________________________ (play) golf to football and (14)____________________________ (dine) out in five-star restaurants is my favorite pastime.

* Edward was very pleased (15)____________________________ (meet) his childhood friend David on the golf course. He couldn't resist (16)____________________________ (ask) David about his private life. David appeared (17)____________________________ (ignore) his questions. So he didn't insist. Later, a mutual friend of theirs told him that David was likely (18)____________________________ (attempt) suicide.

B. Use a, an, the or no article (-) in the blanks below.

Ann is (1)____________________________ assistant secretary for (2)____________________________ famous export company. (3)____________________________ office she works in is luxurious. There are some well-known people visiting (4)____________________________ company's director. Behind her desk there is (5)____________________________ huge poster of (6)____________________________ Mount Everest. (7)____________________________ head secretary is on (8)____________________________ holiday this week in (9)____________________________ West Indies, so Ann is in charge of everything. Next week, there will be (10)____________________________ gathering of (11)____________________________ international export companies in Amsterdam, so Ann is rather busy now.
C. Complete the second sentence by following the given cues so that it has the same meaning as the first one.

1. If you drink more water, you will eat less food.
   The ________________________________________________________________

2. Jim is a very considerate person — so he wouldn't hurt a fly.
   ________________________________________________________________ (such)

3. This is a very difficult text and I think the students won't be able to understand it.
   The students ________________________________________________________________ (as ... as)

VOCABULARY
A. Mark the best choice.

1. It is difficult to drive in ________ weather because you cannot see in front of you.
   a) misty          b) drizzly          c) stormy          d) thundery

2. Rich people usually spend their Christmas holidays in winter ________.
   a) districts       b) ports          c) castles         d) resorts

3. When lightning ________, you shouldn't take shelter under a tree.
   a) falls            b) pours          c) strikes         d) blows

4. Don't try to change him now. He is ________ in his ways and he will go on like this for the rest of his life.
   a) put              b) set            c) done            d) fixed

5. I won't dine in that restaurant again. The last time I ate there, I was put ________ by a cockroach in my soup.
   a) through         b) on             c) off             d) up

6. Despite the protests of the staff, the manager ________ his own way and banned smoking in the office.
   a) made            b) took           c) forced          d) got

7. From the first moment I saw her, I took ________ her. She is such a warm-hearted, lovable person.
   a) to               b) at             c) from            d) on

8. He got married for the seventh time at the age of seventy. I think it was a big mistake, but ________.
   a) you can't teach an old dog new tricks   c) he is a real chip off the old block
   b) you are as old as the hills            d) he's got an old head on young shoulders

9. I am ________. Should I depend on him or not? I just cannot decide.
   a) on a rainy day                        c) under the weather
   b) in a complete fog                     d) a storm in a teacup
B. Fill in each blank with the correct form of the word in brackets.

1. The professor went on explaining the Middle East political situation __________________ (reality). Nobody believed him because he distorted the facts.

2. The __________________ (admiration) behavior shown by the crew of the sinking ship will be remembered for many years.

3. Quite a few people seek __________________ (public) by jumping off bridges or stripping naked in front of presidential palaces.

READING SECTION -

A. Fill in the boxes in the diagram.

It is always the feeling of betrayal that changes affectionate feelings into hostility. Thus, the betrayal of friendship turns the positive feelings into enmity. The betrayal of trust turns affection into hostility.

B. Read the following short passages. Choose the logical continuation.

1. Hunting itself is often used to demonstrate that man is the only species that kills for sport. This argument is simplistic. A man who hunts may pretend it is sport. However, __________.
   a) kind-hearted males don't often hunt
   b) in some societies, hunting is no longer a necessity
   c) he secretly believes that he is practising ancient masculine virtues
   d) he is constantly criticized for practising such a bloody sport

2. If a person has taste, he can state on the basis of his feeling whether he likes a thing or not. To know what one likes and what one dislikes is subjective knowledge. It can be said of such a person that he knows his mind. If, in addition, a person can say why he likes or dislikes something, that is, if he __________.
   a) is undecided, he cannot easily choose between alternatives
   b) is highly educated, then his choices will come effortlessly
   c) can support his taste with sensible reasons, he has a critical faculty
   d) seldom likes something, he has the right to express his opinion
C. Read the text and answer the questions.

**Consuming Passion**

1 In the northern British city of Manchester last November, a group of bug-eyed aliens in glowing orange robes toured a local shopping center. Their human guide valiantly tried to convey the significance of what the shoppers were doing as they milled around discount bins, pawed through piles of garments and inspected various household appliances. But it seemed the more he tried to explain, the more ridiculous the situation became. Finally, he just left the aliens to draw their own conclusions.

2 The bewildered extraterrestrials and their hapless guide were not actors filming some new science fiction thriller. They were part of a street theater performance in honor of International Buy Nothing Day put on by a band of British media activists called ENOUGH. Started in Manchester in 1991, ENOUGH is just one of a growing number of organizations across Europe and North America dedicated to dramatizing the effects of Western consumption patterns on the global environment. "Only 20% of the world's population consumes 80% of the earth's resources," says ENOUGH spokesman Paul Fitzgerald. "Does (consumption) have to do with meeting people's needs or with artificially creating wants?" Adds Chrisanthi Laiou-Antoniou, co-founder of the Athens-based Quality of Life Group, Greece's first anti-consumerism organization: "Women here are taking this message across.

3 To buy or not to buy: that is the question groups like ENOUGH are trying to impress upon the minds of conspicuous consumers. Unless people in the West rein in their cupidity, they argue, the planet's natural resources will dwindle into oblivion. But with the average North American bombarded by more than 3,000 marketing messages a day — hawking everything from hamburgers to automobiles — the odds are against them. One man who has successfully taken up arms against this sea of advertisements is Estonian-born Kalle Lasn, 55, founder of the Vancouver-based Media Foundation, the organization that launched International Buy Nothing Day five years ago.

4 Lasn, a former independent film-maker whose family fled the Russian advance on the Baltic republics in 1944, is striking at what he sees as the root of many evils. "Over-consumption is the mother of all environmental problems," he says. "For the first time in the history of capitalism, consumption itself has become controversial." Lasn is one of the first to employ traditional marketing methods to get this message across.

5 If over-consumption is the mother of all environmental problems, then in Lasn's opinion the advertising industry is the father. His mission: "to beat the archetypal mind-polluters at their own game" through the little-known art of "culture jamming." The main vehicles for these culture jams — and the main revenue sources for the Media Foundation — are *Adbusters*, the quarterly magazine he edits, and the campaigns created by his alternative ad agency, Powershift.

6 One of the truest arrows in the culture jammer's quiver is the "subvertisement," a witty and often devastating parody of a well-known brand-name ad. The Media Foundation targets products it feels damage a person's physical or psychological environment. The organization's "Joe Chemo" subvertisement, for example, shows the young, cool mascot of Camel cigarettes sadly contemplating his sunglasses: he's completely bald, obviously from chemotherapy treatment, and hooked to an IV drip in a hospital bed. The surgeon general's label warns that "smoking is a frequent cause of wasted potential and fatal regret."

7 Lasn describes the Media Foundation as "the Greenpeace of the mental environment movement." He's a creative advertising executive with a serious message to get across. "There's a sense out there that the American dream is hitting the wall," he says. "And now we have to reinvent it." If the ideal of sustainable consumption Lasn envisions is ever to be achieved, reinventing that dream will have to involve knowing when enough is enough.

1. Points of Reference
   a) In paragraph 1, 'he' refers to ____________________________
   b) In paragraph 2, 'their' refers to ____________________________
   c) In paragraph 3, 'them' refers to ____________________________
2. **Vocabulary**

Find words, phrases or expressions in the article which mean the following.

a) feel or touch with hands (para. 1) ____________________________

b) to become gradually fewer or smaller (para. 3) ____________________________

c) selling (para. 3) ____________________________

d) causing argument or disagreement (para. 4) ____________________________

e) having all the most important characteristics of a kind (para. 5) ______________________

f) something which represents a familiar situation or person in a humorous and exaggerated way (para. 6) ____________________________

3. **Mark the statements True (T) or False (F).**

___ a) According to an ENOUGH spokesman, one fifth of the global population consumes four fifths of the world's resources.

___ b) International Buy Nothing Day was first introduced in Estonia.

___ c) According to Kalle Lasn, the advertising industry is partly responsible for over-consumption.

___ d) Lasn uses the classic methods of the media to fight over-consumption.

___ e) 'Joe Chemo' has probably had a traffic accident.

___ f) Lasn thinks that the Americans have finally invented the American dream again.

4. **Comprehension Questions: Make sure you use only relevant information in your answers.**

a) Who were the aliens in the shopping center?
__________________________________________________________________

b) What is ENOUGH and what does it do?
__________________________________________________________________

c) Why does Laiou-Antoniou believe women are important in the Quality of Life Group? (answer your own words)?
__________________________________________________________________

d) Why do anti-consumerism groups have little chance of success (answer in your own words)?
__________________________________________________________________

e) Explain Lasn's mission: 'to beat the archetypal mind-polluters at their own game' (use your own words).
__________________________________________________________________

f) What means does Lasn use in order to achieve culture jamming? Name 2.
I) _______________________________________________________________

II) _______________________________________________________________

g) Explain in your own words what a 'subvertisement' is.
__________________________________________________________________
__________________________________________________________________