

## **I Reading Read the text and choose A B C or D.**

### **Social networks**

#### **Business applications**

Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact base. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

#### **Medical applications**

Social networks are beginning to be adopted by healthcare professionals as a means to manage institutional knowledge, disseminate peer to peer knowledge and to highlight individual physicians and institutions. The advantage of using a dedicated medical social networking site is that all the members are screened against the state licensing board list of practitioners. The role of social networks is especially of interest to pharmaceutical companies who spend approximately "32 percent of their marketing dollars" attempting to influence the opinion leaders of social networks.

#### **Languages, nationalities and academia**

Various social networking sites have **sprung up** catering to different languages and countries. The popular site Facebook has been cloned for various countries and languages and some specializing in connecting students and faculty.

#### **Social networks for social good**

Several websites are beginning to tap into the power of the social networking model for social good. Such models may be highly successful for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested and passionate users. Users benefit by interacting with a like-minded community and finding a channel for their energy and giving.

#### **Business model**

**Few** social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies such as MySpace and Facebook sell online advertising on their site. Hence, they are seeking large memberships, and charging for membership would be counter productive. Some believe that the **deeper** information that the sites have on each user will allow much better targeted advertising than any other site can currently provide. Sites are also seeking other ways to make money, such as by creating an online marketplace or by selling professional information and social connections to businesses.

#### **Privacy issues**

On large social networking services, there have been growing concerns about users giving out too much personal information and the threat of sexual predators. Users of these services need to be aware of data theft or viruses. However, large services,

such as MySpace, often work with law enforcement to try to prevent such incidents. In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

### **Investigations**

Social network services are increasingly being used in legal and criminal investigations. Information posted on sites such as MySpace and Facebook, has been used by police, probation, and university officials to prosecute users of said sites. In some situations, content posted on MySpace has been used in court.

- 1 According to the text, social networks .....**
  - A** are being used by businesses for marketing.
  - B** are about friendships.
  - C** can damage business reputations.
  - D** advertise on business web sites.
- 2 Why do advertisers like social network sites?**
  - A** Detailed information on each user allows targeted ads.
  - B** They are cost-effective to advertise on.
  - C** Most users have high disposable income.
  - D** They can influence consumer behaviour.
- 3 What does the expression 'sprung up' in paragraph 4 mean?**
  - A** social networking works in all languages
  - B** the development of social networking is unplanned
  - C** everybody is trying to copy Facebook
  - D** there has been rapid development of social networking sites
- 4 What does the word 'Few' at the beginning of paragraph 6 mean?**
  - A** Some
  - B** Not any
  - C** Hardly any
  - D** Only
- 5 What should users not do on social networks?**
  - A** contact predators
  - B** download viruses
  - C** be too free with their personal information
  - D** upload copyrighted music
- 6 What does the word 'deeper' in paragraph 6 mean?**
  - A** more spiritual
  - B** more detailed
  - C** more profound
  - D** more emphatic
- 7 Personal information on social network sites .....**
  - A** gives a good description of the user's personality
  - B** can be used in court

- C is sold to the government
  - D is translated into many languages
- 8 Social networking is great for .....**
- A academic organisations
  - B groups of people separated over wide areas
  - C people who write too much information about themselves
  - D the law enforcement agencies

<b>16</b> <b>points</b>	
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**II You are going to read an article about new types of university courses. Seven sentences have been removed from the article. Choose from the sentences A-H the one which fits each gap. There is one extra sentence which you do not need to use.**

- A** We have local apocalypses in our world today, in the form of earthquakes, hurricanes and terrorist attacks.
- B** TV shows have long launched spin-off products in the form of merchandise and video games.
- C** If successful, the edutainment experiment could spawn a huge range of other TV show/university hybrid courses.
- D** Until now, online learning experiences have been able to deliver great videos and quizzes, but student interaction was minimal and the experience for learners has been impersonal.
- E** Experts from the Centre for Education and Employment have reservations about the value of such online courses where there is no formal assessment or contact between the students and those delivering the courses.
- F** The course will consist of eight modules including a physics module on ‘the science of decay’, a public health module on the study of epidemics and a mathematics module on population dynamics.
- G** The University of California, which has a huge reputation to uphold, said that there had been no dumbing down in the design of the course.
- H** Millions of students sign up for online education courses each year.

The boundaries between education and entertainment are beginning to blur, and a new type of learning, in which education merges with entertainment, is emerging – ‘edutainment’. \_\_\_\_\_ **TV shows have long launched spin-off products in the form of merchandise and video games.** But now US television company AMC has teamed up

with the University of California to produce an online course based on the TV show, *The Walking Dead*, which features a post-apocalyptic world ridden with zombies.

With an audience of 10 million, student numbers for the course are expected to be in the hundreds of thousands. \_\_\_\_\_ **If successful, the edutainment experiment could spawn a huge range of other TV show/university hybrid courses.**

Academics from the University of California say that the online course will be a 'legitimate educational experience' and tackle serious issues from the fields of science, public health, nutrition, psychology and sociology. \_\_\_\_\_ **The course will consist of eight modules including a physics module on 'the science of decay', a public health module on the study of epidemics and a mathematics module on population dynamics.** However, students will gain no formal qualifications or credits on successful completion of the course.

\_\_\_\_\_ **The University of California, which has a huge reputation to uphold, said that there had been no dumbing down in the design of the course.** It insisted that all modules had been made as academically rigorous as those taught on the university grounds. One lecturer in social science stated that the university already used contemporary media examples to make theories more relevant to students, and this course was merely taking this concept one step further. 'The curriculum is very real,' says Josh Coates, head of Infrastructure and designer of the online platform. \_\_\_\_\_ **We have local apocalypses in our world today, in the form of earthquakes, hurricanes and terrorist attacks.** 'The fact that the context is this fictional world of an apocalypse is incidental. This course gives us the opportunity to educate people about the science of disasters.'

The market for massive open online courses, or MOOCs, is rapidly expanding. \_\_\_\_\_ **Millions of students sign up for online education courses each year.** However, millions fail to complete the courses, suggesting that they pose a real challenge to online learners. Part of this experiment is to find out whether the power of television can reduce the high drop-out rate characteristic of MOOCs.

The university is taking this opportunity to hone the way it delivers online courses. \_\_\_\_\_ **Until now, online learning experiences have been able to deliver great videos and quizzes, but student interaction was minimal and the experience for learners has been impersonal.** With the increasing demand for online courses, these are issues that universities looking to invest in online learning are increasingly having to face.

<b>14 points</b>	
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**III Fill the gaps with one word.**

## The Goulburn Valley

The Goulburn Valley is situated in the south-east corner of the Australian continent, in the state of Victoria. Because ----- the introduction of irrigation over a century ago, primary industry flourished, resulting in a multitude of orchards -----market gardens. After World War II, migrants flocked to the area in search of work on the farms, and in -----cases, establishing a property of their own.

Unfortunately, the region has taken a turn for the worse over the past decade. The irrigation water that was -----plentiful has now been rationed, and many farmers have been forced -----the land. The main source of water is from the Goulburn River, with several reservoirs located along its stretch to the mighty Murray River. Dam capacities have fallen to dangerous levels, resulting in some farmers having -----inadequate supply of irrigation water.

-----the recent hardships, some farmers have continued to eke an existence out of the land. Many have become -----ingenious, devising new ways to utilize water plus finding special niches to service the ever-changing urban needs. Perhaps the Goulburn Valley can return to its prosperous times again.

**IV Read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line.**

<b>16</b> <b>points</b>	
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### Agriculture in Australia

Traditionally, Australia was -----for producing wheat and

**FAME**

wool, but times have changed in -----years, with many

**RECENTLY**

farmers -----to be more diverse in their

**ELECT**

crop and livestock range. It is now quite common to see farms with more exotic fruit and vegetables. Farmers are -----to

**LIKE**

sell their produce locally nowadays, but rather to the factories in the cities. As a result, farms are now large-scale -----

**PRODUCE**

where thousands of tonnes of crops are cultivated.

Another aspect that is different nowadays is----- . In the

**IRRIGATE**

past, farmers would just flood the fields but now it is common to see sprinkler -----everywhere. This means that more water

**SYSTEMATIC**

is conserved, which has been helpful with the drought that

has severely impacted the -----of the farms in the  
**MAJOR**  
southern states of the country.

<b>16</b> <b>points</b>	
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**V Choose the correct answer.**

1.A: Do you want to go to the cinema tonight? B: I'm afraid I can't. I think I \_\_\_\_\_  
Julia this evening.

**A** 'm going to see

**B** 'll see

**C** 'm seeing

2. I could talk to him but he doesn't come here often, \_\_\_\_\_ he?

**A** does

**B** do

**C** doesn't

3 I was rather put out when I heard my daughter's teacher \_\_\_\_\_ her run  
twenty times around the playground!

**A** made

**B** let

**C** allowed

4 If they'd wanted some assistance, they \_\_\_\_\_ asked.

**A** would

**B** have

**C** would've

5 You'll get overweight if you \_\_\_\_\_ so many snacks in the day!

**A** ate

**B** eat

**C** eaten

6 If you like modern art, you \_\_\_\_\_ really visit the new exhibition at the museum.

**A** should

**B** must

**C** can

7 A: What's your new boss \_\_\_\_? B: He seems OK. He lets her get on with the job.

**A** seem like

**B** look like

**C** like

8 He wouldn't be very happy if he \_\_\_\_\_ his daughter had been in trouble again.

**A** hear

**B** 'd heard

**C** heard

<b>8</b> <b>points</b>	
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