

THE CLUES TO THE ACADEMIC CONTEST FINAL 2015
Variant 1

Part I. Listening and Reading.

Correct words: passage, north, conquer, inspired, unaccomplished, 1870s.

Transcript.

When explorer Roald Amundsen set out to find the Northwest **Pasture – passage**, his official mission was scientific – a search for the magnetic **south – north** pole. But as historian Roland Huntford describes, the real drive behind the expedition came from a deep desire to **colonize – conquer** the unknown.” One of the reasons that Amundsen would have been **challenged – inspired** by the Northwest Passage is simply that it was one of the last great geographical goals **accomplished – unaccomplished**. What you have to realize is that by the **1880s – 1870s**, most of the earth had been discovered.

Part II. Listening and Writing. Summary.

Level C1. *In an interview with the CEO of Disney, the importance of locally produced content was raised: there is a global growth imperative, even with companies as well-established as Disney, not only to sell products in the language of a particular region, but also to make products locally relevant. Operating locally, companies can use local creativity and interests to enhance the relevancy of their products to their customers in that location.*

The content of this report is excellent. The response is an accurate and detailed summary of the main point and several supporting points discussed in the lecture. The grammar follows standard conventions. The vocabulary used is appropriate for the context but some repetitions. All words are spelled correctly. The response is 70 words long.

Level B2. *As doing business in globalized world, Disney is trying to extend markets by targeting global grosses. This includes applying brand and non brand products. It is not just that strategy, the more important thing is by being locally relevant, moving people to market. By doing this, Disney is able to being creative locally. This means that Disney can pull them to its market by using their culture to attract them.*

The content of this response is good. The main point has been discussed and supporting points are included. This response demonstrates limited grammatical control. Several errors on choice of word hinder understanding. There two spelling errors. This response is 70 words long.

Level B1. *With the global economic increasing sharply, we have to strong ourselves. I think we have ability to enter the global world and we will have a position. I believe the most important thing for us is how to send our production, our culture ana the belief to the global market, and how should we do to make these things accepted by the world and people lived in other countries. I have the strong belief that we will win.*

The content of this response is weak. While the response contains information related to the lecture, the test-taker misrepresents the main point. This response demonstrates weak grammatical control, which hinders understanding. The vocabulary is basic and imprecise. There several spelling errors. This response is 79 words long, which is over the maximum length of 70 words.

Transcript.

Interviewer: International expansion is also something that you've emphasised as CEO, and one interesting aspect of that has been a focus of locally-produced content. I wonder if you could talk about the ways in which, in a globalized world, in a global economy, locally-produced content is important for an iconic company like Disney.

Iger: Well, first of all, global growth is imperative for us. We are not only a very durable brand worldwide, but we are a very well-known brand, so I think we have the ability to not just succeed, but to grow and to thrive in many markets around the country for years to come. But in order to do so, it's not just about putting our product there, meaning taking something that's been made for another market, putting a local language track on it, and distributing it locally. It's about being locally relevant, and that means operating locally, meaning moving our people to markets so that they understand the markets, the culture, the interests. It's also about being creative locally: there's a lot of talent and a lot of creativity in many, many places around the world, and we have to tap into that content.

Part III. Use of English.

Task 1. 1 green; 2 bird; 3 goose; 4 white; 5 bee.

Task 2. 1 lying; 2 doing; 3 raise; 4 robbed; 5 risen; 6 fetch; 7 laid; 8 borrowed; 9 remarking; 10 lend.

Task 3. 1 since; 2 as; 3 of; 4 in; 5 with.

Task 4. 1 bitterly; 2 heavily; 3 highly; 4 seriously; 5 utterly.

Task 5. 1 A; 2 A; 3 C; 4 A; 5 B.

Task 6.

1. *I'd rather you wore something more formal to work.*
2. *Never have I drunk worse coffee (than this)/ such bad coffee.*
3. *Far from being friendly with him, I hardly even know him.*

4. If it hadn't *been for your sound advice, I would never have made such a good investment.*
5. The alarm button *must not/ is not to be touched.*
6. It's time *I was getting home.*
7. During *the tennis match someone stole my handbag.*
8. It was *a 90-minute journey from Bristol to London.*
9. Provided *you give me plenty of warning I'll willingly baby-sit for you.*

Part IV. Reading.

Task 1. D – A – C – E – B.

Task 2. 1 a; 2 c; 3 d; 4 c; 5 d; 6 b; 7 b; 8 a; 9 a; 10 c.

Task 3. 1 b; 2 b; 3 d; 4 a; 5 c.

THE CLUES TO THE ACADEMIC CONTEST FINAL 2015
Variant 2

Part I. Listening and Reading.

Correct words: explorer, expedition, conquer, last, simply, unaccomplished.

Transcript.

When **discoverer** – **explorer** Roald Amundsen set out to find the Northwest Passage, his official mission was scientific – a search for the magnetic north pole. But as historian Roland Huntford describes, the real drive behind the **excursion** – **expedition** came from a deep desire to **colonize** – **conquer** the unknown.” One of the reasons that Amundsen would have been inspired by the Northwest Passage is **only** – **simply** that it was one of the **first** – **last** great geographical goals **accomplished** – **unaccomplished**. What you have to realize is that by the 1870s, most of the earth had been discovered.

Part I. Listening and Writing. Summary.

Level C1. *In an interview with the CEO of Disney, the importance of locally produced content was raised: there is a global growth imperative, even with companies as well-established as Disney, not only to sell products in the language of a particular region, but also to make products locally relevant. Operating locally, companies can use local creativity and interests to enhance the relevancy of their products to their customers in that location.*

The content of this report is excellent. The response is an accurate and detailed summary of the main point and several supporting points discussed in the lecture. The grammar follows standard conventions. The vocabulary used is appropriate for the context but some repetitions. All words are spelled correctly. The response is 70 words long.

Level B2. *As doing business in globalized world, Disney is trying to extend markets by targeting global grosses. This includes applying brand and non brand products. It is not just that strategy, the more important thing is by being locally relevant, moving people to market. By doing this, Disney is able to being creative locally. This means that Disney can pull them to its market by using their culture to attract them.*

The content of this response is good. The main point has been discussed and supporting points are included. This response demonstrates limited grammatical control. Several errors on choice of word hinder understanding. There two spelling errors. This response is 70 words long.

Level B1. *With the global economic increasing sharply, we have to strong ourselves. I think we have ability to enter the global world and we will have a position. I believe the most important thing for us is how to send our production, our culture ana the belief to the global market, and how should we do to make these things accepted by the world and people lived in other countries. I have the strong belief that we will win.*

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Part III. Use of English.

Task 1. 1 black; 2 cat; 3 bull; 4 shark; 5 pink.

Task 2. 1 going; 2 taking; 3 brought; 4 speak; 5 have; 6 made; 7 lent; 8 stolen; 9 did; 10 laid.

Task 3. 1 by; 2 Except; 3 among; 4 on; 5 in.

Task 4. 1 totally; 2 hideously; 3 painfully; 4 entirely; 5 highly.

Task 5. 1 A; 2 C; 3A; 4 D; 5 A.

Task 6.

1. We'd better *leave*.
2. I never expected the roads *to be so congested*.
3. She didn't let us *know/see how nervous she was*.
4. My job involves *working from 6pm till midnight*.

5. How dare you *imply that it was all my fault*.
6. Does the application *really need to be typed*?
7. I really appreciated *your voting for me*.
8. I'm fed up *with (all) your complaining/your continual complaining*.
9. The *older he grows/got, the more forgetful he became*.

Part IV. Reading.

Task 1. C – B – E – D - A.

Task 2. 1 a; 2 b; 3 a; 4 d; 5 b; 6 a; 7 d; 8 a; 9 b.

Task 3. 1 b; 2 d; 3 a; 4 b; 5 d; 6 c.