**Test 4\_18**

**Reading Passage 1**

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| --- |
| **England’s First Printer** |

**A** The modern printing press was invented by Johannes Gutenberg, a German blacksmith, goldsmith, printer, publisher and inventor, in 1443. His first usage of movable type printing laid the basis for the information age; the old way of copying manuscripts by hand was replaced by a printing technology that saw the first publication of books. As news and books began to travel across Europe in a cheaper format than laboriously hand-copied manuscripts, learning very slowly became available to the masses and heralded the beginning of a social revolution. On British soil, William Caxton is probably the most important figure in the history of English book printing which, considering the tremendous impact the arrival of the printing press had on the English language, is no small achievement.

**B** William Caxton was a young Englishman living in the thriving merchant town of Bruges in the late 1440s. He had been originally apprenticed to a textile dealer but went on to do very well as a salesman, selling not only cloth but other goods as well. Amongst his wares, he also sold manuscripts which were in great demand at the time. In the 1460s, Caxton developed an interest in printing. He went to Cologne to learn the art and in late 1473, upon his return to Bruges, he set up a printing press and printed the first ever book in the English language. Seven hundred pages long, it was his own translation of the French version of the History of Troy.

**C** In 1476, Caxton returned to England and set up his own printing business. The very first book published in England, The dictes or sayengis of the philosophres, was completed in 1477 while the first known piece of printing was a Letter of Indulgence by the Abbot of Abingdon; both of them published by Caxton. Before his death in 1491, he had published 96 items including romances, books of conduct, philosophy, history and morality. He was also responsible for the first illustrated English book called the Myrrour of the Worlde in 1481. His choice of books may seem odd but he based his decisions on what to print according to what he thought would sell; after all, he was in business to make a profit. He also worked under patronage and, of the 77 original works that he published, 23 of them were supported financially by influential personages.

**D** In the 15th and 16th centuries, the English language bore only a small resemblance to the language as it is known today. Early English history is rife with invasions, royal intrigue and battles for power; the victors of which would decide which language would be spoken and used for official purposes. The Romans, the French, Germanic tribes and the Vikings of the North are just some of the peoples that crossed oceans to leave their mark on a language that would eventually become known to all as ‘English’. Historian Peter Gilford (2011) points out, “It was a virtual Tower of Babel to the extent that Caxton found that few could understand the words uttered by another in a different part of the country. It was also not uncommon for laws to be written in one language and the majority of the country to understand another.”

**E** It is the writing of a language that eventually brings uniformity to it and as the first printer in England, Caxton basically became the original arbiter of what would become the accepted standard in relation to the English language. For example, it is due to his choice between two words that we refer to eggs nowadays as eggs and not as 'eyren', the Dutch-influenced term favoured by those living in the South of England in the late 1400's. Many of the choices he made were based on the language he heard around him which was the speech of London and the south-west, though there was a lot of influence from the Central and East Midlands. The magnitude of his task is reflected in the difficulty he often faced when having to choose one word among so many. While spoken English remained diverse and localised, written English slowly but surely went through a process of standardisation; a process completed more conclusively by Caxton's successor, Wynkyn de Worde through the development of a standard spelling system.

**Questions 1-13**

You should spend about 20 minutes on **Questions 1-13** which are based on Reading Passage 1.  
**Questions 1-5**

Reading Passage 1 has five paragraphs, **A-E**.

Choose the correct heading for paragraphs **A-E** from the list of headings below.

Write the correct number, i-x in boxes 1-5 on your answer sheet.

|  |  |
| --- | --- |
| **List of Headings** | |
| **i** | The word in London | |
| **ii** | A change of career | |
| **iii** | A printer's apprentice | |
| **iv** | Decisions about words | |
| **v** | Influencing English printing | |
| **vi** | The Economics of printing | |
| **vii** | The birth of radical change | |
| **viii** | Gutenberg's invention | |
| **ix** | Royal sea journeys | |
| **x** | Multicultural influences | |

**1**      Paragraph A

**2**      Paragraph B

**3**      Paragraph C

**4**      Paragraph D

**5**      Paragraph E

**Questions 6-8**

Complete the summary below.

Choose **NO MORE THAN THREE WORDS** from the passage for each answer

Write your answers in boxes **6-8** on your answer sheet.

It was the winner of the many battles in medieval England who chose the **6**.................... that would be used throughout the country. By bringing the printing press to England, William Caxton was the first to exert significant influence on the development of the **7**....................... . He and his successor were instrumental in taking the many different dialects existing at the time and forming a **8**........................ .

**Questions 9-13**

Do the following statements agree with the information given in Reading Passage 1?

In boxes 9 - 13 on your answer sheet, write

|  |  |  |
| --- | --- | --- |
|  | **YES** | if the statement reflects the claims of the writer |
|  | **NO** | if the statement contradicts the claims of the writer |
|  | **NOT GIVEN** | if it is impossible to say what the writer thinks about this |

**9** Gutenberg invented the printing press in Germany.

**10** William Caxton's first career choice was printing.

**11** Caxton paid for the production of all his publications.

**12** TheEnglish language today is the result of the influence of many different cultures.

**13** In the 1400’s, Dutch people lived in South England.

**Reading Passage 2**

**Air Pollution**

**A** Recent research has found a connection between people living near freeways and negative health effects such as asthma, cardiovascular disease, reduced lung function and autism. Over the past three years in the Long Beach area of Los Angeles, the National Institute of Environmental Health (NIEH) has spent $23 million investigating the possible connection between health problems and air pollution, specifically traffic pollution. In that one area, there are schools, playgrounds, and football fields. There is also a freeway just outside the school gates linking a busy commercial port to markets in the rest of the country. The research has revealed that the neighbourhood, like many others in similar situations, has a record number of cancer victims. According to Linda Stephenson, the director of the NIEH, ‘Evidence is showing that traffic pollution has a huge negative impact on public health. Living near major roads constitutes a hazard to one’s health.’

**B** In Europe, traffic pollution is blamed for the tens of thousands of deaths each year as well as hundreds of thousands of new cases of chronic asthma attacks. In Austria, France and Switzerland, it has been estimated that the cost of treating conditions associated with traffic pollution has amounted to almost 2% of Gross Domestic Product – an amount which is very much on the increase. In Britain, deaths due to traffic pollution number just under 20,000 a year. According to Tom Brothers, a campaigner for the environmental group, Greenpeace, ‘That’s ten times more than the number of people killed in fatal automobile crashes, the equivalent of a jumbo jet crashing every 10 days.’

**C** When engines burn either gasoline or diesel, chemicals such as nitrogen oxide, carbon monoxide, fine particulate matter and volatile organic compounds are emitted. Causing damage to the heart and lungs, traffic-related emissions are a main factor in the formation of visible and invisible smog. In geologic basins surrounded by hills or mountains where there is not much air movement, such as Athens, smog from traffic fumes and industrial gases is an almost permanent feature of the landscape. In one report published by the World Health Organisation (WHO), the concentrations of nitrogen dioxide, soot or black smoke, carbon dioxide (CO2) and ultrafine particles are significantly higher within 500 metres of major urban highways than in areas with less traffic. Studies have shown that long term exposure to smog and soot results in the inhalation of the airborne particles and these minute particles eventually make their way through the lung walls and into the bloodstream.

**D** Governments are imposing ever-stricter emission standards and rapidly developing technology is being applied to vehicle design in an effort to combat the problem of traffic pollution. But despite engines becoming cleaner, the ever-increasing number of vehicles on the road aggravate the problem. Traffic congestion and the increased number of diesel-powered cars usually offset any benefit derived from government regulations and technological improvements. Furthermore, cities are growing rapidly and the more densely occupied areas tend to be situated in the industrial areas. Where there is industry, there is increased traffic due to the demands of transporting both the imports and exports of that industry. Industrial emissions also exacerbate the problem of air pollution.

**E** It is not only industries and the movement of freight that are to blame, however. Studies have shown that most car journeys in the city are short in duration - an average of less than 6 km. Furthermore, owing to the ineffectiveness of catalytic converters in the initial minutes of a working engine, many vehicles are operating under cold-start conditions and this leads to very high average emissions over the initial distance driven. Catalytic converters were introduced in 1975 to convert harmful pollutants into less harmful emissions but they only work at fairly high temperatures. About 90% of gaseous pollutants are emitted within three minutes after initial ignition and by the time the engine is warmed up properly, the average car journey in the city is often nearing the end. The problem has reached such dramatic proportions that the European Union parliament has drafted an incentive to ban all petrol and diesel-driven cars and lorries by 2050. In its bid to reduce CO2 levels by 60% and clean the urban air, commuters will travel by rail and industry will use either rail or water transport rather than road. Similar moves are being made in Australia.

**F** Research has shown that trucks idling along a congested street next to schools and cars stuck in traffic jams on residential streets, contribute to births of smaller babies, twice as likely to have autism. Lung function is 10 percent lower in children that grow up beside busy freeways and asthma often keeps them indoors rather than playing outside due to the polluted air. Despite statistics like these, there are those who protest about the effort and expenditure involved in designing and installing environmentally-friendly innovations, innovations that could solve the traffic pollution problem. According to Linda Stephenson, 'Any expenditure involved in developing green solutions that improve quality of life is surely money well spent. Besides, consider the savings in medical costs, sick leave and lost productivity caused by conditions such as asthma and heart disease.'

**Questions 14-26**

You should spend about 20 minutes on **Questions 14-26** which are based on Reading Passage 2  
**Questions 14-17**

Complete the sentences with words taken from Reading Passage 2.

Choose no more than **ONE WORD** from the passage for each answer.

**14** Serious health problems are occurring among people who live close to...........

**15** Studies in the USA link people living in high traffic areas with dramatic rates of........

**16** ……..is created by traffic pollution and industry and can remain in the air for a long time.

**17** If a person breathes large amounts of smog it can finally end up in the............

**Questions 18-21**

Reading passage 2 has 6 sections **A-F.**

Which paragraph contains the following information?

Write the correct letter A-F in boxes 18-21 on your answer sheet.  
**NB** You may use any letter more than once.

**18** European plans for city transport

**19** an example of an ineffective pollution-controlling technology

**20** the effect of pollution on infants

**21** what people breathe in areas affected by traffic pollution

**Questions 22-26**

Complete each sentence with the correct ending **A - G** from the box below.

Write the correct letter **A - G** in boxes 22 - 26 on your answer sheet.

**22**      In Long Beach

**23**      In Britain

**24**      In Athens

**25**      In Australia

**26**      In France

**A** traffic pollution is associated with increased incidences of cancer.

**B** geographical features worsen the effects of traffic pollution.

**C** treating illnesses related to traffic pollution is a growing cost.

**D** a plane crashes every ten days.

**E** more people die from pollution than in car accidents.

**F** laws are being planned to significantly reduce future emissions.

**G** most people live in cities close to freeways.

**Reading Passage 3**

**Multinationals: Curse or Blessing?**

**A**   Multinational corporations have their share of critics. Seen as exploitive and heartless, caring only about profits and nothing about local economy and welfare, they have been held responsible for many of the negative effects of globalisation. They also have their advocates who see them as the saviours of modern-day capitalism, spreading such benefits as employment opportunities and advanced technology to poorer countries as well as boosting their economic wealth. The truth is that the multinationals are neither all-good nor all-bad but somewhere in between the two extremes.

**B**   As a major power behind the worldwide flow of capital, goods and services, the impact multinational companies have on the global economy is sizeable. A United Nations Report revealed that sales generated through the foreign affiliates of multi-nationals alone exceeded the amount generated by all the world's exports – $7 trillion in total. A further $3 trillion was invested by multinationals in countries outside of their home base in property, equipment and industrial plants. In fact, according to a Foreign Investment Review Board article, foreign direct investment exceeds domestic investment by 3 to 1 with many of the beneficiaries being developing countries. The article also stated that international businesses play a key role in disseminating technology – evidenced by the fact that payments between multinationals and their foreign affiliates made up 75% of all international royalties on technology in 2009.

**C**   It may seem that most activity is concentrated in foreign countries but actually the opposite is true. Figures published in 2008 by the Journal of Management and Applied Economics showed that in addition to hiring two-thirds of its employees domestically, over half of the output produced by multi-nationals is generated domestically. This seems to counter the argument that multinationals are only interested in countries that offer the cheapest labourers. John Villiers, chief economist of the UK Trade Commission maintains, 'While cheap labour rates may be the motive for the location of some textile and electronics industries, the majority of multinationals place more importance on other considerations like transport costs, trade barriers, worker-safety and tax laws.'

**D**   Many view the phenomena of globalisation and multinationals as being mutual requirements, that both are needed in order to survive. The reality is that globalisation may actually make it more challenging for multinationals to flourish. In his book, Free Trade, economist Paul Weaver explains, 'The global goal of the free transfer of capital, goods and services across national and international borders may make the construction of factories and research centres in foreign countries uneconomical. Trade barriers have fallen and transport costs are much lower than they were formerly so it is easier, and even cheaper, for a company to send goods overseas rather than investing in outside infrastructure.'

**E**   Presently there are many multinational corporations operating very successfully. Richard Thompson (2003) asserts three reasons for this. The first is that increased production can lead to a lowering of the average cost per unit. This happens because the fixed costs involved in the manufacturing process are shared over an increased number of goods. Such economies of scale need not refer only to the manufacturing process and physical goods but also marketing strategies and support systems. The second reason is ‘vertical integration’ – a process whereby firms purchase their suppliers, customers or both in order to have easier access to resources. If those happen to be based abroad, then the firm becomes a multinational. The final reason put forward by Thompson is that companies who are proficient at crossing borders tend to flourish in the more integrated world economy of the 21st century.

**F**   Not everyone celebrates a successful multinational. Because of their size and scale, some multinationals can have more power than is healthy and, according to the author of The Absolute Power of Multinationalism, Steve Gabaldon, many do not hesitate to abuse it. He asserts, 'Governments are keen to attract the huge investment potential characterised by the multinationals so they are not always scrupulous about issues like protecting the environment or promoting worker safety. By threatening to withdraw their business, multinationals can often manipulate conditions to suit themselves...and no-one else.'

**G**   However, bigger is not always better – in the competitive market, multinationals are just as vulnerable to being taken over or failing altogether as any locally-based enterprise. Size is of little consequence if innovation is not part of the management strategy. If speed of production and delivery cannot keep up with demand and customers are able to purchase goods and services from someone closer by, the multinational is destined to fail. In this way, rather than taking over the world, the multinational is just another part of it.

**Questions 27-32**

You should spend about 20 minutes on **Questions 27-40** which are based on Reading Passage 3.

Do the following statements agree with the information given in Reading Passage 2?

In boxes 27-32on your answer sheet, write

|  |  |  |
| --- | --- | --- |
|  | **YES** | if the statement reflects the claims of the writer |
|  | **NO** | if the statement contradicts the claims of the writer |
|  | **NOT GIVEN** | if it is impossible to say what the writer thinks about this |

**27** More people are against multinationals than in favour of them.

**28** Multinationals are responsible for better housing standards in developing countries.

**29** A UN report showed that multinationals created more than $7 trillion in global sales.

**30** In 2008, multinationals employed mostly international workers.

**31** Low employee costs are a main reason why cloth makers move overseas

**32** Globalisation makes it easier for multinationals to operate.

**Questions 33-37**

Look at the following statements (Questions 33-37) and the list of sources below.

Match each statementwith the correct source**.**

Write the correct letter **A-G** in boxes 33-37 of your answer sheet.

**33**       the cost to produce an item is reduced if many are made

**34**       low wages for workers are only one of the priorities for multinationals

**35**       multinationals negatively influence local authorities

**36**       multinationals produce most of their products in their home country

**37**       multinationals should export locally made products

|  |  |
| --- | --- |
| **Sources** | |
| **A** | Paul Weaver |
| **B** | Foreign Investment Review Board |
| **C** | Steve Gabaldon |
| **D** | John Villiers |
| **E** | United Nations |
| **F** | Richard Thompson |
| **G** | Journal of Management and Applied Economics |

**Questions 38-40**

Choose the correct letter **A**, **B**, **C** or **D**.

Write your answers in boxes 38-40 on your answer sheet.

**38**      Economies of scale affect……………….

**A** cost of production only.

**B** production and advertising.

**C** border controls.

**D** vertical integration.

**39**      Multinationals may use their power to………………..

**A** influence the health industry.

**B** protect the environment.

**C** affect worker-safety laws.

**D** abuse government representatives.

**40**      A successful multinational corporation………………..

**A** creates and provides products on time.

**B** is not easily overthrown.

**C** needs to be big to survive.

**D** overwhelms local competitors.