**Reading**

**Time: 60 minutes**

**Part 1**

You are going to read a magazine article about TV advertisements in Britain. Choose the most suitable heding from the list **A-H** for each part of the article (**1-6**).There is one extra heading which you do not need to use. There is an example at the beginning (0).

Mark your answers **on the separate answer sheet.**

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| **A** Hidden diangers?  **B** Strict limits established  **C** Surprising developments  **D**Unfortunate mix-ups  **E** Fears proved unnecessary  **F** Definitely an influence  **G** Rapid popularity  **H** A modern phenomenon |

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**And after the break.**

Television advertising in Britain has come a long way since the first commercial breaks appeared in September 1955. Predicted by some - notably advertising agencies - to be a great new world of communication, and by others - including many politicians - to be a destructive force, TV ads have since become an important part of contemporary popular culture.

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At 8.12pm on Thursday 22 September 1955, roughly 40,000 homes in Britain saw their first television commercial. It was a 60-second monologue about a toothpaste, delivered over an image of a tube of that toothpaste in a lump of ice, and a soundtrack of violins, flutes and running water. A further 23 commercials went out that night, none of which seemed likely to damage the nation morally. Even *The Times* newspaper, one of the loudest voices of opposition, was forced to admit that, 'Offensive would be too strong a word by far for these comic little interruptions of the entertainment'.

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Indeed it would. Early British TV commercials were governed by a rule that they must at all times be 'legal, clean, honest and truthful'. In 1957, for example, it was decided that ads for toilet, paper or toilet cleaner should not be broadcast before 9.30pm in case viewers were eating. The timing of commercial breaks was also subject to official regulations. The television authorities were aware that advertising breaks could upset viewers by interrupting programmes at the wrong time and decided they should only appear during 'natural breaks'.

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Quite what constituted a 'natural break', however, was not clear. On the first night of commercials a boxing commentator was cut off, mid- sentence, by an advert and such rude interruptions continued. In 1959 there was a national outcry when the final scene of a play was interrupted for an advertising break. Perhaps the best example of things not running smoothly came in May 1957, when the pictures and sound for a series of ads got muddled and viewers were invited to clean their teeth with a sausage!

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Such problems did nothing to damage the television companies' enthusiasm for advertisements (advertising income for 1956 added up to £13m), nor did they dampen the public's enjoyment. Ads quickly became part of the culture. Children were sung to sleep to advertising jingles, tunes used in ads became hits, and slogans became part of the national vocabulary.

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However, many people still believed advertisements were far from harmless. The critics' charge was that ads persuaded us to buy things we did not really want by working on our subconscious. They claimed that advertisers were guilty of seeking out our innermost needs and fears, and of taking away our freedom of choice. The advertisers laughed off such criticism, arguing that if they were really that powerful, they wouldn't be wasting their time trying to get us to buy cat food.

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Today it is easy to agree with the advertisers and to dismiss the critics as paranoid. But, while it is unlikely that ads pose any real threat to society, they do get us to buy products. We may think we are immune to their messages, but when a certain jeans'commercial was shown a few years ago, sales rose by 800 per cent and the ad had to come off the air to give the manufacturers time to catch up.

**Part 2**

You are going to read an extract from a novel, in which the singer in a pop group describes a meeting between the group and someone who wants to be their manager. For questions **7-14,** choose the answer (**А**, **В**, **С** or **D**) which you think fits best according to the text.

Mark your answers **on the separate answer sheet**.

That first business meeting with Mae was one of the most important mornings of my life. Before she ever said a word, she left us time to be impressed by her office and, although we'd meant to be extremely cool,

5 it impressed us all right. As her secretary opened the door, the room stretched ahead of us, not wide but almost ten metres long. For the first two-thirds, it was narrowed almost to a corridor by cupboards. Beyond them, the room opened out across jts full width into

10 silver and pale green, carpeted and furnished and full of light. And there was Mae, watching us from the depths of a huge silver armchair. We walked the length of the room, trying to look casual and wondering who the little guy beside her was. She left us time to sit

15 down and take him in, too, before she introduced him.

'Stanley Grierson.My husband and business partner.'

Nobody said a word while Mae poured us coffee. We left the. talking to Christie.

20 'Well?' He balanced his coffee spoon on one finger. 'Come on, persuade us. What are you offering?'

Stanley choked slightly into his coffee, as if he couldn't believe we would dare to bargain, but Mae kept a straight face. She had too much sense to answer

25 the question directly. Instead, she waited until we were all listening and then began to talk softly, looking into her cup.

'It's hard to handle something really different, really new. If you launch it too soon, people don't know what

30 you're miking about. If you leave it too long, it's dead. You need a special kind of nose for the moment, for how people are feeling and thinking. And I've got that. London's full of little Mae Griersons, all doing what I did last year, but none of them will ever catch up with

35 me, because they're only copyists."

'And now you've smelt us out?' said Job, raising an eyebrow. 'Who are you complimenting - us or yourself?'

'You - when you did that first song the other night.'

40 Mae was crisper now, more business-like. 'If that's the

way you want to develop, Stanley and I are prepared to invest money in the band. If not, get out and stop wasting my time. You may make a living, but you'll never be anywhere near my league.'

45 Rollo spoke then. 'But music isn't really your area, is it'.' Have you got any other groups at all? And if not, why are you so keen to take us over when it's bound to be a risk?' Mae grinned. 'How about money?Anyone can do with another million or so.' Then, more

50 seriously, 'But it's not only that. It's because I saw what you could be, I knew what the band could achieve if it was handled properly - and I want to test it out. The biggest pleasure of all is being proved right.'

'And you're sticking your neck out that far on the   
55 basis of one song'.' With an inexperienced singer?' said Job.

'Oh, 1 know that's the biggest hazard,' Mae said. 'But it's her I want. Without her, you're about as exciting as watching paint dry.' Suddenly everyone

60 was looking at me, with their thoughts so plain I could have drawn in the speech hubbies myself. She's only a kid. Can she lake the pressure9 It was obvious they were waiting for a gesture.

I put my feet up on (he table boots and all – in

65 among the porcelain coffee cups. Folding my arms, I said, 'Why don't we stop messing about'' We all want to do business. The question is, what are you going to give us to make it worth our while9 And what are you going to screw out of us in return?'

70 Even with half an eye on her precious coffee cups,Mae relaxed visibly. '1 like straight talk,' she said.

7. When the group arrived for their meeting with Mae, they

A thought that hgr office was a rather strange place.

В were surprised that she didn't greet them at the door.

С wanted her to think they weren't keen to talk to her.

D were annoyed that someone else was at the meeting.

8. How did Mae respond to Christie's question?

A She explained why she was so successful.

В She appeared to be offended by it.

С She seemed to have difficulty answering it.

D She described a problem she was facing.

9. What was Mae's response to Job's question?

A She told them that they had a choice.

В She said that it was a stupid question.

С She said that the music business was unpredictable.

D She told them that they had very unrealistic ideas.

10. Mae said that the real reason why she wanted to be their manager was that

A she had never been involved in the music business before.

В she was sure that she could make a lot of money out of it.

С she liked demonstrating that her judgement was good.

D she enjoyed taking risks more than anything else.

11. The narrator felt that everyone looked at her because

A she didn't appear to be interested in what was being said.

В they were worried that she was too young to be relied on.

С they thought she might have been upset by Mae's previous comment.

D she hadn't said anything at all in the meeting up to that point.

12. What is meant by the phrase 'messing about' in line 66?

A saying things that make no sense

В talking without getting to the point

С changing decisions already made

D saying things without meaning them

13. How did Mae react to what the narrator said to her?

A She was relieved that the narrator agreed with her.

В She was amused by the way the narrator spoke.

С She was pleased by how direct the narrator was.

D She was glad that the narrator disagreed with the others.

14. Which of the following best describes the group's attitude towards Mae?

A They were frightened of her.

В They didn't take her seriously.

С They were suspicious of her.

D They didn't like her opinions.

**Part 3**

You are going to read a newspaper article in which the writer complains about lecturers on his university course. Eight sentences have been removed from the article. Choose from the sentences **A**-l the one which fits each gap (**15-21**). There is one extra sentence which you do not need to use. There is an example at the beginning (**0**). Mark your answers **on the separate answer sheet**.

**Lecturers who need a good talking to**

If you want to determine the quality of a product or service, don't ask the suppliers, ask the consumers!**0 \_\_\_I \_\_**I had expected better.

Some of the lecturers seem to think that providing lecture notes that have been copied word for word from textbooks and then simply going through them in class is called 'teaching'. Some of them try to hide this fact by copying the notes from obscure textbooks or by using a combination of such sources. These lecturers don't add anything of value, and I can study their subjects from home using the same textbooks, without going to their lectures. Obviously other students feel the same.**15 \_\_\_\_\_\_\_\_**

Many of the lecturers have their own favourite topics within their subject, areas. One particular lecturer is so biased towards a handful of such topics that he barely covers the rest, of the topics he is supposed to teach at all**. 16 \_\_\_\_\_\_\_\_\_**Forstudents who are less conscientious than that, there will be holes in their knowledge.

In one subject, I did a guest lecture on the last day of term. Afterwards, one of my fellow students whispered to me, 'That was the best lecture we've had on this subject.' So much for the lecturer, who finds it very difficult to get: his subject across arid whose delivery is extremely dry and boring. In another subject, one of the students actually fell asleep and started snoring.**17 \_\_\_\_\_\_\_\_\_\_**However,

many lecturers don't have a clue about: how to do this.

**18 \_\_\_\_\_\_\_\_\_\_\_**Some of the lecturers who arrive five or ten minutes late have been faced with only half a class, even less for those who were over fifteen minutes late.

I expect to attend at least one lecture per term when this happens without notice of cancellation.

Penalties against students who hand in work late take the form of losing one per cent for every day the work is late.**19 \_\_\_\_\_\_\_\_\_**

If they don't return marked work on time, perhaps one per cent of their monthly salary could be deducted. On many occasions, work has not been returned for several months, and in one recent case, until after six months.

More often than not, it is difficult to read and understand all the comments scribbled by lecturers on work. On two occasions, I have had to take the marked work to the lecturers and ask them to decipher the comments**. 20 \_\_\_\_\_\_\_\_\_**

They can use a computer to produce a separate sheet with comments.

I have a great deal of admiration and respect for the good lecturers I have come across during my time in higher education.**21 \_\_\_\_\_\_\_\_\_**Such experiences as mine only provide ammunition against a profession upon which the future well-being of industry, commerce and society depends.

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| **A** It doesn't take much to make a subject more interesting.  **В** The solution, as already used by some lecturers, is simple.  **С** How about treating lecturers in a similar way?  **D** This is particularly irritating for some students, as they find this particular subject difficult to grasp.  **E** Unfortunately, they can be counted on the fingers of one hand.  **F** So I have had to read up on these in my own time.  **G** Several classes always have no more than a fifty per cent attendance rate for this very reason.  **H** Then there are those who don't turn up at all.  **I**I have recently experienced at first hand some appalling standards of teaching. |

**Part 4**

You are going to read part of an introduction to a book for people who are thinking of working and travelling abroad. For questions **22-35**, choose from the sections of the introduction **A-F**. Some of the sections may be chosen more than once. There is an example at the beginning (**0**). Mark your answers **on the separate answer sheet.**

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**In which section (A-F) of the article are the following stated?**

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It is unwise to go abroad without having made any plans.

If you don't find a job, your money will quickly start to run out.

Fears you may have before you leave often turn out to be unnecessary.

If you have made some plans, you will feel better about the trip.

Some people only work abroad so that they can travel afterwards.

Certain kinds of people never find a job abroad.

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Most people make sure they have plenty of money before they go abroad.

All kinds of people decide to spend some time working abroad.

Be prepared to change the plans you made before you went abroad.

Other people may react badly when you decide to go abroad to work.

Some people believe that it is impossible for them to find a job abroad.

Some people can choose when to work and when not to.

It can be difficult to make up your mind to go abroad and work.

Sometimes people have to accept jobs they are not keen on.

Some people work abroad to have a break from their normal lives.

**Working your way around the world**

**A**

For many, deciding to get up and go is the biggest stumbling block - often the hardest step is fixing a departure date. Once you have bought a ticket, explained to your friends and family that you are off to see the world (they will either be envious or disapproving) and packed away your possessions, the rest seems to look after itself. Inevitably, first-time travellers suffer some separation anxieties as they consider leaving behind the comfortable routines of home. But missing home is usually much worse in anticipation than it is when you are actually away. As long as you have enough motivation, together with some money and a copy of this book, you are all set to have a great time abroad.

**В**

Either you follow your first urge and opt for an immediate change of scenery, or you plan a job and a route in advance. However they approach it, not everyone does it for the same reasons. On the one hand, some people use working as a means to an end - they work in order to fund further travelling. Other people look upon a job abroad as an end in itself, a way to explore other cultures, a means of satisfying their curiosity

**С**

When you are wondering about whether there is any truth in the cliches about other nationalities.whether you are the right sort to work abroad, do not imagine you are a special case. It is not only students or school-leavers who enjoy the chance to travel and work abroad. I have heard of a diplomat who enjoyed washing dishes in a restaurant and a physiotherapist who packed fish - there are countless other similar examples. All these people were motivated not by a desire to earn money but by a longing for new and different experiences, and a conviction that not all the events of one's life need to be connected with careers or success. For many, a job abroad is the best way to shake off the boredom that comes with routine.

**D**

It is not the lazy optimists of this world who succeed in getting jobs. If you go abroad and 'wait for something to come up', you will soon find yourself penniless, with no prospects of adding to your travel funds. If you wait in idleness at home or if you sit in your hotel abroad all day, worrying about your decreasing funds or hesitating because you are convinced the situation is hopeless, or that you lack the necessary documents to work, you will get absolutely nowhere.

**E**

Every successful venture combines periodic dreaming with methodical planning. The majority of us lack the courage (or the foolishness) just to get up and go. Any homework you do ahead of time will benefit you later, if only because it will give you more confidence. As one disappointed traveller reported after a frustrating job search, 'I would never again go abroad specifically to look for work without thoroughly researching the enterprise.' But it is important to strike a good balance between strictly following a prearranged timetable which might stop you from grasping opportunities as they arise, and setting off with no idea what you're looking for.

**F**

For many people, a shortage of money is the main obstacle. It is the rare individual who specializes in 'risky arrivals', with hardly any money. Other people wait until they have substantial savings before they dare leave home, which gives them the enviable freedom to work only when they want to. Sometimes lack of money pushes people into action. One traveller reported that he had been avoiding jobs he didn't fancy until he realized he was down to his last 100 francs, whereupon he decided to stop being so fussy about the kind of work he was prepared to do. The next day, he found a job

**Writing – письмо**

**Time: 40 minutes**

Write an answer to one of the questions1-3 in this part. Write your answer in 120-180 words in an appropriate style, putting the question number in the box.

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| **FILM / THEATRE FAN?**  Enjoy writing? Fresh, original ideas? Join our team of writers!  Send us an article, telling us about a film or play you've recently enjoyed. What's it about? Why should we go to see it?  If we like your article, we'll ask for more - and pay you to write them! |

1. You have seen this notice in an international youth magazine:

Write your article for the

magazine.

1. An English family are spending a year in your area for work purposes and one of the children will be in your class at college. You have been asked to write a letter describing life at your college, in order to help him or her prepare for studying there.

Write your **letter.**

1. You have received this note from your boss:

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| Two trainees from our Toronto office will be visiting this department for two days next month. Please write me a brief report, giving your suggestions on:   * what to show them of the work of the department, and the best way to do this; * who to Introduce them to; * how to entertain them on their first evening here. |

Write the **report** for your boss.

**Use of English**

**Time: 1 hour 15 minutes**

**Part 1**

For questions **1-15**, read the text below and decide which answer **А**, **В**, **С** or **D** best fits each space. There is an example at the beginning (**0**). Mark your answers**on the separate answer sheet**

**Example:**

0 **A** yet **B** still **C** just **D** even

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| **The House That Time Forgot**  To the passer-by, number 7 Blyth Grove, in Worksop, looks **(0)** ....like any other fairly old house in Britain. Вut**(1)** .... inside and you go back into avanished world, **(2)** …. William Straw's house is exactly as his parents left itwhen they died in the 1930s.  William Straw, who died in 1990, lived in the house with his brother Walter after their parents' deaths. They lived **(3)** ....a strict routine, never married and had no **(4)** .... friends. They had no social life and callers were never **(5)** ....into the house.  Their parents had a successful grocery shop and the family moved into the house in 1923, immediately spending £70-a huge **(6)** ....in those days-on **(7)** .... redecoration. Their father died in I 932 and their mother in 1939, when William, then a history lecturer at London University, returned to Worksop. He **(8)** ....his job and set up house with Waller, who had been**(9)** .... the shop since their father's death. **(10)** …. the two cut themselves offfrom the rest of the world.  Nothing that their parents had owned was ever moved or **(11)** ....away. Towards the end of their lives, it seems that they became**(12)** ....of the value of what they had done, because they began to put **(13)** .... on various pictures and items of furniture, explaining where they**(14)** ....came from. Today, the house is open to the public, and visitors quickly **(15)** ....that it is the closest they are ever likely to come to time travel. |

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| 1 | А | step | В | stamp | С | tread | D | trip |
| 2 | А | then | В | for | С | from | D | so |
| 3 | А | basedon | В | accordingto | С | alongwith | D | asfrom |
| 4 | А | close | B | deep | C | familiar | D | warm |
| 5 | А | greeted | B | requested | C | invited | D | offered |
| 6 | А | quantity | B | wealth | C | fund | D | sum |
| 7 | А | absolute | B | whole | C | throughout | D | total |
| 8 | А | gaveup | B | finishedoff | C | endedwith | D | gotout |
| 9 | А | leading | B | commanding | C | running | D | conducting |
| 10 | А | Eversince | B | Atthemoment | C | Fromthenon | D | Thattime |
| 11 | А | removed | B | thrown | C | done | D | dismissed |
| 12 | А | clear | B | aware | C | thoughtful | D | wise |
| 13 | А | certificates | B | posters | C | messages | D | labels |
| 14 | А | originally | B | attheearliest | C | fromthestart | D | sooner |
| 15 | А | catch | B | regard | C | distinguish | D | realize |

**Part 2**

For questions **16-30**, read the text below and think of the word which best fits each space. Use only **one** word in each space. There is an example at the beginning (**0**).

Write your word**on the separate answer sheet**.

**Example:on**

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| **Songwriting**  Every time a record is played in full **(0)** ....national radio in Britain, its music publisher gets £40. Imagine you are the writer of **(16)** ....song. If you are just a beginner with a poor contract, you may only get as **(17)** ....as 50 per cent of that sum. But: if you are **(18)**.... established writer and you have a sharp business sense, the split could be as high as 80 per cent in **(19)**.... favour. Ifyou wrote the song together with someone **(20)** …. the resulting money willbe divided equally **(21)** .... you and your partner. If it was all your **(22)** ....work, however, and if you are lucky **(23)** .... to have come up with one of those songs that stays at number 1 for a great **(24)**.... weeks or becomes an international hit, you will make a fortune. And if the song is then recorded again and **(25)** ....by different artists over the years, or if **(26)** .... gets used on the soundtrack of a successful film, you will be even richer.  This kind of luck doesn't, happen to most songwriters, no **(27)** ....how hard they try or how much, talent they have. They know that, of course, but **(28)**.... has logic stopped, people from dreaming? **(29)**.... the earliest days of pop music, the possibility of writing a song **(30)** ....becomes a huge hit has kept thousands of hopefuls scribbling in notebooks, experimenting on pianos or guitars or, more recently, working in their home studios. |

**Part 3**

For questions **31-40**, complete the second sentence so that it has a similar meaning to the first sentence, using the word given.**Do not change the word given**. You must use between two and five words, including the word given. There is an example at the beginning (**0**).

Write**only** the missing words**on the separate answer sheet.**

**Example:**

**0** She often gets angry for no reason.

**lose**

She tends………………………….for no reason.

The gap can be filled by the words 'to lose her temper' so you write:

**31** He didn't give any reason for his strange behaviour that day.

**behaved**

He didn't explain……………………...………………. such a strange way that day.

**32** Was the film as good as you expected it to be of it or was it disappointing?

**live**

Did the film…………………..………………………. of it or was it disappointing?

**33** It is said that these herbs are good for you.

**said**

These herbs…………………………………………………………………….good.

**34** In spite of working until very late, I couldn't complete the task.

**fact**

Despite……………………………… until very late, I couldn't complete the task.

**35** 'If you don't apologize immediately, I'm leaving,' she told him.

**threatened**

She……………………………………………………..he apologized immediately.

**36**You can't blame me for your stupid mistakes.

**fault**

It isn't ……………………………………………………………….stupid mistakes.

**37**The news was such a shock to us that we all sat there without saying a word.**silence**

We all sat there…………………………………………….so shocked by the news.

**38**If you don't hurry, you'll miss your bus.

**better**

I think………………………………………………………….you'll miss your bus.

**39**I learnt quite a lot of the language simply by listening to other people.

**fair**

I picked…………………………..the language simply by listening to other people.

**40**Mike hates other people criticizing him.

**stand**

Mike……………………………………………………other people criticize him.

**Part 4**

For questions **41-55**, read the text below and look carefully at each line. Some of the lines are correct, and some have a word which should not be there. If a line is correct put a tick (˅) by the number**on the separate answer sheet**. If a line has a word which should**not** be there, write the word on **the separate answer sheet**.Thereare two examples at the beginning (**0** and**00**)

**Examples:**

**The School Magazine**

0 Thanks a lot for your last letter. I'm sorry that it's taken me so long to reply

00 but I've beenvery busy lately. I'll tell to you why. A few weeks ago, some of

41 us at school decided to start a school magazine. We discussed about how to

42 do it and we all came up with our own ideas about the kind of things that

43 should go in it. I suggested that it ought to have an entertainments page,

44 with the lists of what's on at local cinemas and theatres, and details of

45 concerts in the area. I said that perhaps it could also have with brief reviews

46 and l offered for to organize it and write some of it. Everyone else at the

47 meeting they said that it was a really good idea. The others had their own

48 ideas for articles and sections but they didn't seem like very sure about how

49 to produce them. I gave them a bit of some advice and the next thing I

50 knew, they wanted to make me being the editor and put me in charge of the

51 whole thing! I said them that I wouldn't have time but suddenly there was a

52 vote and it was too late me to do anything about it. I'm certainly glad to be

53 involved but I hadn't been expecting to end up running it! So if I don't write

54 to you again for a while, you'll know it why. I'll be far too busy in my new

55 role as editor. I don't suppose if you fancy writing an article, by any chance?

**Part 5**

For questions **56-65**, read the text below. Use the word given in capitals at the end of each line to form a word that fits in the space in the same line. There is an example at the beginning (0). Write your word**on the separate answer sheet.**

**Examples:**

**CyclinginLondon**

If you enjoy cycling for **(0)** …. doing it in London can be a shock. **PLEASE**

There is a serious **(56)**.... of lanes especially for bikes, and making **SHORT**

your way through the. traffic can be pretty **(57)**…. But once you've **RISK**

found the courage, cycling in London can be **(58)**….and it is an **EXCITE**

**(59)**.... way of keeping fit if you live there. Some keen cyclists **EXPENSE**

don't mind spending a lot of money on **(60)**... bikes. However, if you **COST**

just want a basic bike that is only for **(61)**...use, there are plenty **OCCASION**

of cheap alternatives. Several markets have cheap bikes on **(62)**…. , **SELL**

which may not be **(63)**.... to look at but should be satisfactory. **IMPRESS**

Cycling helmets are also a **(64)**.... investment. They are not a legal **WORTH**

requirement in Britain but it is a good idea to wear one for **(65)**  …. . **PROTECT**

**Speaking**

The speaking test lasts about 10-12 minutes. The examiner gives each competitor two or three pictures to look at. Then each competitor talks in pairs about his/ her picture:

* brief description of the picture (action, location);
* what the picture have in common;
* in what way the pictures are different;
* what picture do you like more? Explain why.

Then each competitor asks his/ her partner three questions over his/ her pictures in order to get additional information not mentioned in his/ her presentation.







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