



UNIVERSIDADES PÚBLICAS DE LA COMUNIDAD DE MADRID

PRUEBA DE ACCESO A LAS ENSEÑANZAS UNIVERSITARIAS
OFICIALES DE GRADO

Curso 2012-2013

MATERIA: INGLÉS

OPCIÓN A

INSTRUCCIONES GENERALES Y VALORACIÓN

1. El alumno dispone de dos opciones para contestar (A y B). **Debe escoger sólo una de ellas.**
2. Lea **todo el texto** cuidadosamente.
3. Lea atentamente **todas las preguntas** de la prueba.
4. Proceda a responder en **lengua inglesa** a las preguntas en el papel de examen.

TIEMPO: 1 hora y 30 minutos.

CALIFICACIÓN: La puntuación máxima de la prueba es de 10 puntos.

Soap Operas

Watching TV is a very popular pastime in Britain, but what kind of programmes do British people like to watch? Well, the most-watched TV programmes are dramas based in one neighbourhood that try to depict ordinary life. We call these dramas “soap operas” or “soaps”.

Most soap operas these days are shown in the evening. Each show will have several different storylines happening at once that continue over several shows. The same actors will appear in every show too. There are lots of different soaps on in the UK these days, but there are three main popular ones. *Coronation Street* has been on since 1960. It is set in a suburb of Manchester and it’s supposed to represent working class life in the north of England. Then there’s *Eastenders* which started in 1985, set in the East End of London, and *Emmerdale*, which is set on a farm in Yorkshire, in the north of England.

In the early days of TV, most of these daytime dramas were aimed at entertaining the housewives who would traditionally be at home, probably doing the washing. Companies selling washing powder would advertise their products at times when these dramas were on, and sometimes those companies would even sponsor the drama. Hence the word “soap”. So what about the word “opera”? Well, that’s because these dramas are often an exaggeration of real life. They are supposed to represent ordinary lives but, to make them entertaining, lots of dramatic events, like murders, divorces, affairs, etc., all happen probably much more regularly than they would in a normal neighbourhood.

QUESTIONS

1.- Are the following statements TRUE or FALSE? Copy the evidence from the text. No marks are given for only TRUE or FALSE.

- a) Every episode of the soap operas has one single narrative running through it.
- b) All popular soap operas in the UK represent life in cities.

(Puntuación máxima: 2 puntos)

2.- In your own words and based on the ideas in the text, answer the following questions. Do not copy from the text.

- a) What does the text say about the origin of the word “soap” in “soap opera”?
- b) What kind of life and people do soap operas usually show?

(Puntuación máxima: 2 puntos)

3.- Find the words in the text that mean:

- a) describe (paragraph 1)
- b) at the same time (paragraph 2)
- c) go on (paragraph 2)
- d) take place (paragraph 3)

(Puntuación máxima: 1 punto)

4.- Complete the following sentences. Use the appropriate form of the word in brackets when given.

- a) “How _____ do you watch TV online?” “I do it at least four times _____ week.”
- b) My neighbour, _____ is a telly addict, is always watching the TV and can’t live _____ it.
- c) My husband loves _____ (watch) TV, but he goes from channel to channel with the remote control and is unable to decide _____ to watch.
- d) Before _____ (leave), I asked Eric if he _____ (watch) last night’s game.

(Puntuación máxima: 2 puntos)

5. Write about 100 to 150 words on the following topic.

Which are your favourite TV programmes? Describe them and explain why you like them.

(Puntuación máxima: 3 puntos)



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OPCIÓN B

INSTRUCCIONES GENERALES Y VALORACIÓN

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3. Lea atentamente **todas las preguntas** de la prueba.
4. Proceda a responder en **lengua inglesa** a las preguntas en el papel de examen.

TIEMPO: 1 hora y 30 minutos.

CALIFICACIÓN: La puntuación máxima de la prueba es de 10 puntos.

Virtual Shopping Assistant

We've all heard that little imaginary companion, sitting on our shoulders... "Go on," it says. "You deserve a gift. Buy it." That "it" could be anything: clothes, shoes, gadgets, sweets - we all have our vices. But what if that imaginary voice one day became real?

Banks call it a "personal concierge", and it's best understood by imagining yourself in an expensive designer clothes shop. Your smartphone knows where you are - thanks to the GPS location technology found in many apps these days - and it alerts your bank by means of an automated system that you are about to buy something.

As well as knowing you've got a history of buying from similar stores, your bank also knows that you're running a bit low on money at the moment. It realises that your chances of buying may be rather low. That "voice" on your shoulder is silenced by an attack of realism. Ordinarily, unless you wanted to go starving that month, you'd leave the store. But wait! Your phone beeps. A text message: "buy it in the next 20 minutes," it could say, "and you can borrow the money at a good rate." Not only that, but you'll get 20% off the clothes.

You leave the shop, bags in hand. You've been a fortunate participant in a process known as "right place, right time" marketing. Instead of this, in a utopian society, banks - or any loyalty-dependent business - would be able to offer each and every customer a personal assistant keeping an eye on them, so they could adapt their offers to suit individual tastes and economies.

QUESTIONS

1.- Are the following statements TRUE or FALSE? Copy the evidence from the text. No marks are given for only TRUE or FALSE.

- a) Your smartphone lets your bank know immediately after you have just bought something.
- b) Your bank keeps a record of your shopping and where you did it.
(Puntuación máxima: 2 puntos)

2.- In your own words and based on the ideas in the text, answer the following questions. Do not copy from the text.

- a) What strategies could banks use to convince you to buy something even though you didn't have enough money for it?
- b) According to the text, what would banks offer their customers in an ideal world?
(Puntuación máxima: 2 puntos)

3.- Find the words in the text that mean:

- a) weaknesses (paragraph 1)
- b) through (paragraph 2)
- c) hungry (paragraph 3)
- d) lucky (paragraph 4)
(Puntuación máxima: 1 punto)

4.- Complete the following sentences. Use the appropriate form of the word in brackets when given.

- a) They showed an interesting program ____ TV yesterday. It ____ (deal) with teenage shopping habits.
- b) Unless you stop ____ (shop), you may find yourself ____ trouble in a few days.
- c) The simplest rule ____ avoid financial problems is spending less ____ you earn.

d) Rewrite the following sentence starting with the words given

The bank has already activated your credit cards.

Your credit cards

(Puntuación máxima: 2 puntos)

5.- Write about 100 to 150 words on the following topic.

When you go shopping, are you easily influenced by your friends or by advertising? Explain.

(Puntuación máxima: 3 puntos)

