LISTENING SECTION

PART 1 WHILE LISTENING

You are going to listen to a talk on GRAFFITI ART. You are going to answer the questions as you listen. You have 60 seconds to look at the questions.

Choose the correct answer or fill in each blank with no more than FIVE WORDS.

1) What does the speaker NOT mention about graffiti at the beginning of his talk?
   A. It is a Greek word.
   B. It means to “write”.
   C. It is illicit work.
   D. It is cheap.

2) The purpose of graffiti artists is to communicate their ideas and thoughts to the public by using ____________________________.

3) Although some people think graffiti is vandalism and makes a city look ugly, the art has recently gained the respect of museums, ____________________________.

4) Keith Haring admired the street artists who were young and not trained, but had a lot of ____________________________.

5) Which of the following information is NOT true about Keith Haring’s art?
   A. He used chalk to draw graffiti.
   B. He drew on the walls of subway stations.
   C. He started the pop art movement.
   D. He used simple lines and themes.

6) Haring used semiotics, which means ____________________________, to create a visual language.

7) Haring mostly used the same ________________ such as barking dogs, crawling babies and pyramids but when he combined them with others, he reached a new meaning.

8) The speaker says Haring’s work is actually ____________________________ than it seems because it shows an understanding of visual communication and communicates universal ideas to people from various backgrounds.
9) After the attention of ___________________, the media got interested in Haring’s work too.

10) After Haring received international attention, he did many things except for ...
   A. giving effective social messages.
   B. going abroad to sell his works of art.
   C. helping charity organisations.
   D. working at projects for children.

11) Haring was criticized by many people for opening a shop to sell his work.
     [ ] TRUE  [ ] FALSE

12) According to some people, the desire to earn money from his work was causing Haring to lose his _______________________.

13) The best adjective to describe Keith Haring would be ...
   A. innovative.
   B. humorous.
   C. easy going.
   D. stubborn.
PART 2 NOTE-TAKING – PARAGRAPH WRITING

In this section, you will hear a talk on the CAUSES AND CONSEQUENCES OF OBESITY IN THE WORLD. As you listen, take notes on the speaker’s views on the topic. Then you will answer an item in 6-8 sentences using your notes. You will hear the talk ONCE only. Your notes will NOT be graded.
According to the lecture, what are the causes and consequences of obesity in the world today? Explain by giving three reasons in 6-8 sentences.

Your paragraph will be graded according to content, language use and organization.

__________________________________________________________

__________________________________________________________

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Time: 20 minutes
WRITING SECTION

Write an essay on the topic given below. (300-350 words)

“Today, obesity is a rapidly growing problem in almost all societies in the world.” What can be done to prevent obesity that has spread all over the world?

- Make sure that you write a well organized essay; that all your ideas are relevant to the topic; and that you stay within the word limit of (300-350), or else you will lose points.

- Your essay will be graded according to content, organization, and accuracy of language.

LANGUAGE USE SECTION
PART 1 MULTIPLE CHOICE CLOZE TEST

Circle the best alternative. (1 point each)

IMPROVING CONCENTRATION

Doing puzzles and listening to classical music might improve your concentration momentarily, (1)___________ they do not actually make you any smarter. That is, they do not improve your long-term brain function, according to The Economist’s interview of Nicholas Spitzer, a professor of neuroscience at the University of California and editor-in-chief of BrainFacts.org.

“Let me dispel a brain development myth,” Spitzer told The Economist. “Many people think classical music is going to enhance brain function (the Mozart effect) or playing particular games sharpens one’s cognitive function. These theories have been looked at in detail and they do not stand up. It is disappointing in a way, but at least we (2)_____________ that exercise is the key thing for brain function so far.”

By exercise, he means general activity and (3)____________, exposure to sunlight. In a recent study, he found that rats produced different brain-altering chemicals based on environmental factors. He thinks (4)___________ our brains change their behavior based on environmental factors to help us conserve and maintain a healthy level of energy during winter. That’s why we give our brain a further signal that it is time to use (5)_____________ as possible. This feedback loop, he says, is what causes Seasonal Affective Disorder, a type (6)____________ depression that affects healthy people during the dark winter months.

In short, in order to keep your brain at tip-top shape, you (7)_____________ stay active. That gives your body cues to devote lots of resources to cognitive function. Then again, puzzles help with some specific things (8)_____________ increasing verbal aptitude and helping you learn a new subject more quickly. So as long as you get plenty of time outside, there’s no reason to drop the sudoku.

1  A   for       B   but       C   instead       D   so
2  A   will learn   B   are learning   C   have learned   D   are going to learn
3  A   more importantly   B   important   C   more important than   D   as important as
4  A   why   B   which   C   that   D   how
5  A   little energy   B   less energy   C   as much energy   D   as little energy
6  A   for   B   with   C   of   D   in
7  A   should   B   might   C   could   D   would
8  A   without   B   as   C   in spite of   D   like

PART 2 MULTIPLE CHOICE VOCABULARY TEST
Circle the best alternative.

If you ask anyone who (9)__________ television, they will tell you that it was John Logie Baird. Of course, Baird was an extremely important personality in the history of television, but it would be more (10)__________ to see his role as part of a chain of events which finally led to television as we know it today.

The history of television really begins in 1817 with the (11)__________ of the chemical selenium by Berzelius, a Swedish chemist. It was found that the amount of electric current that selenium could carry (12)__________ on how much light struck it. Then, G.R. Carey, who was an American inventor, (13)____________ with the first real television system in 1875. His system used selenium to (14)__________ picture to a row of light bulbs. However, this picture was not very clear. Over the next few years, a number of scientists and inventors simplified and (15)__________ Carey’s system. In 1923, Baird made the first practical transmission.

9  A  invented  B  found  C  noticed  D  conceived
10 A  real  B  accurate  C  particular  D  specific
11 A  evidence  B  discovery  C  sighting  D  encounter
12 A  called  B  sent  C  depended  D  turned
13 A  checked up  B  brought up  C  broke up  D  came up
14 A  push  B  eliminate  C  transmit  D  delay
15 A  improved  B  arranged  C  multiplied  D  analysed

PART 3 WORD FORMATION

Fill in the blanks with the right form of the word in parentheses.

Schizophrenia is often confused with multiple personality disorder, yet there are some (16)__________(differ) between these two disorders. Schizophrenia is one of the most common mental disorders which means ‘a splitting of the mind’. However, it does not refer to (17)__________(separation) personalities, as occurs in multiple personality disorder. Instead, schizophrenic behaviour is generally characterized by (18)__________(logic) thought patterns and losing touch with reality. These individuals often live in a fantasy world where they hear voices that others cannot hear. They (19)__________(special) hear voices of famous people that they admire. Schizophrenics tend to withdraw from their families and friends and communicate mainly with the ‘voices’ that they hear in their minds. It is usual for the symptoms of this disorder to (20)__________(development) during the late teen years or early twenties, but the causes of it are not well understood. All in all, it is widely believed that heredity may play a part in the onset of schizophrenia.

PART 4 OPEN CLOZE TEST
Fill in the blanks with **ONE WORD** to complete the sentence meaningfully.

**A DIFFICULT DECISION**

It is a strong belief among certain groups of people that the medical community should take every possible step to keep a person alive, without regard for (21)__________quality of that person’s life. (22)__________, other people argue that patients who are terminally ill can have a chance to determine their fate. As far as the former group is concerned, patients have the right to decide for themselves (23)__________or not to continue with life medications and therapies.

The question is really (24)__________difficult than just the issue of a terminally ill patient. Such patients do not want to live in pain and they usually do not want to continue with any treatment (25)__________does not cure the disease. When the quality of life is deteriorated, when there is (26)__________hope of recovery, when there is intense pain, does the patient have the right to be put to death? The patient in this case usually does not want to go on with the treatment. Actually, (27)__________the patient wants is both simple and controversial. The patient requests the doctor (28)__________end his/her life. Although making a decision when prescribing a pain killer for a minor illness is an easy task (29)__________, a doctor, it is not an easy decision for him to play the role of the God. That’s why this decision has (30)__________considered as one of the most difficult ones for decades.
TARGETED ADVERTS

1  Targeted adverts - based on web browsing history - have become established online, but how will the public react as advertisers start to pinpoint our habits and interests in our offline life, that is, real life too? Imagine walking into a shopping center and the video screens nearby bring up scenes from the newly-released box set of your favorite TV series. As you approach a shoe store your mobile flashes a special offer for a pair of trainers with the same brand as the ones you're about to wear out. Then, as you walk into a coffee shop, the displays refresh to promote the giant-sized version of your favorite iced drink. Whether you find the ideas fascinating or creepy, they could soon be commonplace.

2  Facial recognition cameras are already being fitted to billboard screens so that advertising companies can monitor the sort of people viewing adverts at each location. Cameras using facial recognition can recognize the sort of people looking at the advertising screen. "It manages to recognise them through a number of traits," says Mike Hemmings, marketing director of Amscreen, one of the firms offering the technology. "These traits can be things that characterise a male or a female or a person of a certain age. For instance, if you are a male, it will pick up the facial structure. It correlates it all together and then tells the advertiser and us how many people and what types of people are seeing the advert at any given time and at any given place."

3  The company, which is part of Lord Alan Sugar's Amshold empire claims more than 50 million people globally see its screens each week. In the UK, that amounts to around 3,500 screens in places like doctors' waiting rooms, railway stations, airports, petrol stations. "Next is serving adverts in real time to people as they're standing in a queue," adds Simon Sugar, Amscreen's chief executive. "It will also enable subscribers to go online to our portal to change adverts and to change them in real time, which is quite functional. What we are trying to do is to replicate what's happening online in an offline world."

4  Facial recognition is not the only idea about how to bring online personalization into the real world. Students at the European Institute of Technology are working on a system to link Facebook accounts to RFID (radio frequency identification) chips embedded into store loyalty cards. RFID tags in Burberry clothes bring up related videos on screens in its London store. The idea is that these chips could be used to flash up personalized adverts and special offers on screens when consumers visit the shops. The team behind this project suggest when the stores are busy, their software would study the customers' various tastes and choose the ads most likely to appeal to the majority of those present.

5  Fashion brand Burberry is already using RFID tags in a more limited way by embedding the technology into its latest collections. When customers wearing the clothes stand in front of "magic mirrors" in its London store, the screens start showing footage of how the products looked on the catwalk when modelled with other Burberry goods. For now the firm says its system can only recognise its products and not the people wearing them. But it adds that "It is possible that in the future we may link the RFID tags to our customer database." It's not hard to imagine the technology being used one day to recognise the return of big spending customers and adjusting displays to suit them.

6  Computer chip developer Qualcomm is taking another approach using the Gimbal Proximity system. This system is designed to trigger advertisement notifications within applications on Android and iPhone handsets when they are carried close to a shop or other organization paying to use the technology. It gathers data from a handset's sensors and
combines it with the owner's web browsing history, application use and other saved data to build up a profile of them. Then, the handset makes a guess based on the owners' interests and their possible current activity and the time of day, and picks which advertisements to show them without needing to reveal their private data to the firms running the campaigns. Gimbal lets applications show location-based adverts based on a user's interests. Japan was the first to roll out the technology. Qualcomm said suggested users were three times more likely to click on the notifications than normal non-contextualized adverts.

7 As retailers try such technology, they are well aware there is a risk of a privacy backlash. Clothes store Nordstrom recently cancelled a scheme which tracked customers' movements through its stores using their phones' wi-fi signals after a high number of complaints. Campaigners, who feel a pressure on their freedom of strolling and preference, warn that there must be limits. "Part of the bargain with the public is that surveillance is necessary to keep us safe," says Nick Pickles, director of Big Brother Watch. "Now we are seeing that surveillance that is being installed in shops and in streets that was for public safety purposes is being used for advertising." Are we willing to accept our everyday movements being monitored and analyzed, not to keep us safe but purely to allow advertisers to target us? I think people will start to say no, our privacy is worth more than a few advertising dollars."

Circle the best alternative according to the text.

1) The word creepy in paragraph 1 is closest in meaning to ________________.
   a) disturbing
   b) discouraging
   c) exciting
   d) amusing

2) Which of the following sentences CANNOT be inferred from paragraph 1?
   a) Targeted adverts are formed in accordance with the sites visited frequently.
   b) Real-life adverts focus on specific shopping stores.
   c) Each person might approach the real-life adverts issue differently.
   d) Real-life adverts are rather individualistic and change from one person to another.

3) What is the main purpose of using facial recognition cameras for advertisements?
   a) To gather information concerning the habits of the customers
   b) To develop the technology used in the shopping centers
   c) To categorize the gender difference of the target consumers
   d) To find out specific preferences of people viewing the adverts

4) According to paragraph 4, store loyalty cards provide customers with...
   a) tailor-made adverts
   b) standard service
   c) discounts
   d) self-service

5) According to paragraph 5, magic mirrors...
a) encourage the customers to purchase more  
b) guide the models walking on the catwalk  
c) inform the customers about their body shapes  
d) display the clothes of certain brands

6) What does “it” refer to in paragraph 6?  
a) the shop  
b) the organization  
c) the system  
d) the technology

7) Which is NOT an effort in improving the offline world of advertisements?  
a) Placing screens around which will attract more attention from shoppers.  
b) Giving the chance to the users to revise their preferences in the portal.  
c) Showing people real-time adverts through handsets connected to screens.  
d) Taking the online world as a basis for the developments in offline advertising.

8) What does backlash mean in paragraph 7?  
a) reduction  
b) reaction  
c) recommendation  
d) redemption

9) Which of the following sentences is CORRECT according to paragraph 7?  
a) The use of cameras in public places for advertising is regarded bothersome by the customers.  
b) For security reasons, the use of cameras should particularly be preferred in shopping-centers.  
c) People have been complaining about the cameras which record the every step of the customers during shopping.  
d) The complaints about the use of cameras are based on the reasons not only for safety but also for advertising.

Reading 2
In the Ethiopian highlands, where the legend of Ali originated, coffee trees grow today as they have for centuries. It is said that he discovered coffee after noticing that his goats, after eating berries from a certain tree, did not want to sleep at night. Ali reported his findings to the priest of the local monastery. As the word coffee moved east and reached the Arabian Peninsula, a journey which would spread the reputation of coffee across the globe began.

The Arabs were the first, not only to grow coffee but also to begin its trade. Coffee was not only drunk in homes but also in the many public coffee houses –called qahve khaneh– which began to appear in cities across the Near East. The popularity of the coffee houses was very high and people went those places to socialize. Not only did they drink coffee and engage in conversation, but they also listened to music, watched performers, played chess and kept up to date on the news of the day.

European travelers to the Near East brought back stories of the unusual dark black beverage. By the 17th century, coffee had made its way to Europe and was becoming popular across the continent. Opponents were overly cautious, calling the beverage the 'bitter invention of Satan.' With the coming of coffee to Venice in 1615, some local priests disapproved, while some others expressed their approval. Before making a decision however, he decided to taste the beverage for himself. He found the drink so satisfying that he gave it Papal approval.

Despite such controversy, in the major cities of England, Austria, France, Germany and Holland, coffee houses were quickly becoming centers of social activity and communication. By the mid-17th century, there were over 300 coffee houses in London, many of which attracted customers with common interests, such as merchants, sailors, and artists. Many businesses grew out of these specialized coffee houses. Lloyd's of London, for example, came into existence at the Edward Lloyd's Coffee House.

As demand for coffee continued to spread, there was a lot of competition to grow coffee outside of Arabia. Though the Arabs tried hard to maintain their monopoly, the Dutch finally succeeded, in the latter half of the 17th century, to get some coffee seeds. Their first attempts to plant them in India failed, but they were successful with their efforts in Batavia, on the island of Java in what is now Indonesia. They soon expanded the growing of coffee trees to the islands of Sumatra and Celebes.

The Dutch did an interesting thing, however. In 1714, the Mayor of Amsterdam presented a gift of a young coffee plant to King Louis XIV of France. In 1723, a young naval officer, Gabriel de Clieu obtained a seed from the King's plant. Despite a difficult voyage, he managed to transport it safely to Martinique. It was also the stock from which coffee trees throughout the Caribbean, South and Central America originated.

Coffee is said to have come to Brazil in the hands of Francisco de Mello Palheta who was sent by the king to French Guiana for the purpose of obtaining coffee seeds. But the French were not willing to share the seeds and Francisco was unsuccessful. However, he was said to have been so handsome that the French Governor's wife was in love with him. Inside the flowers, he found enough coffee seeds to begin what is today a billion-dollar industry.
In only 100 years, coffee had become a very popular crop throughout the world. Missionaries and travelers, traders and colonists continued to carry coffee seeds to new lands and coffee trees were planted worldwide. 17_____________________________________ . Some crops flourished, while others were short-lived. New nations were established on coffee economies. Fortunes were made and lost. And by the end of the 18th century, coffee had become one of the world's most profitable export crops.

The following sentences (A- J) have been removed from the text. Read the text carefully and decide where each sentence should go. Write the letter of the correct sentence in the space provided. There are TWO EXTRA sentences.

A  The disagreement among them became so great that Pope Clement VIII was asked to help out.
B  Soon the priest shared his discovery with the other priests at the monastery, and the energizing effects of the coffee began to spread.
C  In England 'penny universities' appeared as for the price of a penny a person could buy a cup of coffee and engage in stimulating conversation.
D  The plants thrived and soon the Dutch had a productive and growing trade in coffee.
E  The King ordered it to be planted in the Royal Botanical Garden in Paris.
F  Plantations were established in magnificent tropical forests and on mountains.
G  If it wasn’t for the Arabs, coffee wouldn’t have become so popular.
H  However, he was also interested in other plants, too.
I  As a going-away gift, she presented him with a large bouquet of flowers.
J  In fact, they quickly became such an important center for the exchange of information that the coffee houses were often referred to as 'Schools of the Wise.'

10 ____  12 ____  14 ____  16 ____
11 ____  13 ____  15 ____  17 ____
Wearable devices are increasingly making it easier to track a person’s health and fitness, but one area is emerging as probably the most important — sleep. Many popular wearable devices on the market, in addition to fitness, also track sleeping habits. That’s for good reason: Poor sleeping habits can lead to a whole host of problems that can end up affecting every aspect of a person’s life. As technology and tracking have improved, so has the public’s perception about the importance of sleep.

A new sleep-tracking product is being introduced to the market today — and this time, it is not a wearable device. **SENSE** is a pair of devices that sit on a bedside table (the Sense) and inside of a pillow (the Sleep Pill) that track not only sleeping habits, but the conditions of the owner’s bedroom. That includes tracking ambient noise, light, particulates in the air, and a number of other things.

Sense comes from a startup called Hello, housed in a small hardware shop in San Francisco’s Protrero Hill where the walls are all basically whiteboards covered with design illustrations. Unlike companies focusing on software like Pinterest and Dropbox, Hello’s team is a mix of electrical engineers, industrial designers, software experts, and systems architects. The team is building not only software, but also how that software integrates with hardware and online services.

“We started playing about with experimenting with some stuff with wearables, and more importantly non-invasive ways of collecting data, and how to make products that people do not have to think about and products that do not interrupt people’s daily lives,” Hello CEO and founder James Proud told BuzzFeed. When you use this new device, you start to get information about your body. But the magic of this stuff is when it disappears, when you do not have to think about it, to charge it or press buttons — that specifically becomes really useful.

Hello is not the first company to come out with a sleep tracker. Many fitness trackers, like the Jawbone UP, include sleep tracking, and there are also other wearable devices that focus on sleep tracking like the Lark. All have recognized that it is something that users desire to have as a main feature — largely because everyone, in theory, sleeps, Jawbone product manager Jason Donahue told BuzzFeed.

“It is obvious that, at the wearable space in particular, the thing the majority of people actually care about is their sleep,” Proud said. With these words, he means that it is not a case of using technology, it is a case of how technology is being used. The creators of sleep-tracking technology are not the first people to think that they can help and assist people with sleep. Of course someone would come up with this idea one day. Ultimately, the most significant thing is trying to understand sleep with technology, that is, using the technology in the right way.
Complete the sentences 1-6 with the correct ending A-H. There are TWO EXTRA endings.

18. People gained awareness of the significance of sleep...
19. SENSE, which operates under the pillow, enables people...
20. Hello's organization is different from other software firms...
21. SENSE turns into a very beneficial stuff...
22. A great number of fitness trackers involve sleep tracking function...
23. Success in technology is achievable only...

A. in order to meet the demands of consumers.
B. to notice the basic working principles of wearable devices.
C. as a result of advancements in technology.
D. without making any disturbing noise.
E. to get detailed information about the conditions of the room.
F. through using it correctly.
G. by allowing people to carry out daily tasks without any interruption.
H. in terms of its emphasis on both web-based services and real equipment.

18 ____  20 ____  22 ____
19 ____  21 ____  23 ____

24. The tone of the writer is...
A   humorous
B   informative
C   prejudiced
D   subjective

25. The best title for the text is...
A. Recent Technologic Advancements

B. Tech Firms and their CEOs

C. Sleep Tracking Technologies

D. Technology and Health

26. The audience the writer is likely to address is...

A. Teenagers

B. Company owners

C. People living alone

D. People with sleeping problems