

PRIMERA LENGUA EXTRANJERA: INGLÉS

- Responda, **en inglés**, en el pliego del examen a:
- **Las cinco cuestiones de uno de los dos textos (máximo 5 puntos).**
 - **Una pregunta de 1 punto a elegir entre las preguntas 1 y 2 (máximo 1 punto).**
 - **Una pregunta de 4 puntos a elegir entre las preguntas 3 y 4 (máximo 4 puntos).**
- Indique en el pliego del examen la **agrupación de preguntas que responderá**: agrupaciones de preguntas que sumen más de 10 puntos conllevarán la **anulación** de la(s) última(s) pregunta(s) seleccionada(s) y/o respondida(s).

Texto 1

Fake news

'A lie told often enough becomes the truth' (Vladimir Lenin). Fake news is false or misleading information presented as news. Most people identify fake news with Donald Trump, as he used the term widely to challenge mass media coverage of his 2016 presidential campaign. Trump ran as much against the 'fake news' of the New York Times and CNN as against Hillary Clinton and the Democrats. Trump took advantage of the distrust of many voters towards institutions and large corporations and insisted that the main goal of these organisations was to discredit his political campaign and lie about him. The end of the story was Donald Trump's massive victory in the 2016 election.

By news we mean something like the truth, the real facts about the world. News can be false, of course. But we would like to believe that untrue in this case really means an error, a mistake that in some sense can always be corrected. News suggests truth or commitment to truth. If they are faithful to their job, journalists always try to get their stories right; intentional falsification of news results in professional suicide. In the climate of a free democracy where news is one of the main characteristics of the system, the world faces a problem. Accurate news is vital to democracy and the explosive growth of fake news is seen by many as a threat.

With the popularity of the new digital age and social media (Facebook, Twitter, WhatsApp, etc.), fake news has literally invaded every sphere of life. The increased use of social media has made it possible for information – whether true, unclear, equivocal or simply false – to reach masses of people in a very short time. Fake news can be difficult to control for several reasons: many people do not believe established news sources and others simply do not take the time or trouble to read them. Consequently, proving that a fake news story is untrue by a serious newspaper or television channel has a very limited effect. Moreover, any website is very difficult to keep in check.

Cuestiones del Texto 1. (5 puntos)

Do not copy literally from the text. (1 punto por respuesta = 4 puntos)

1. Why is fake news linked to Donald Trump?
2. What is the difference between news and fake news?
3. How are social networks and the Internet important in the spread of fake news?
4. What responsibility do journalists have in preventing fake news?

Fill the gaps with the correct, most appropriate word in each case. (0,25 por acierto = 1 punto)

5. One can define 'new media' (A) _____ any content which is easily accessible via numerous digital platforms and media. (B) _____ the contrary, old media can be grouped into (C) _____ we can call the traditional forms (newspapers, radio, television, magazines, etc.). Of course, in the 21st century (D) _____ is a degree of overlap where old media can be accessed in many ways, both analogue and digital.

Texto 2

Influencers

In general, an influencer is anyone who earns money by influencing other people's buying habits. Becoming an influencer requires you to work hard to establish yourself as an authority or expert in your field. This way, the industry may turn to you for your opinions, knowledge and even advice. It is important to note that an influencer does not need to be known on a large scale, such as a big celebrity. 'Micro-influencers', who have less than 50,000 followers, can be extremely successful.

A lifestyle influencer can be anyone, and all they have to do is simply document their daily life. Lifestyle influencers dedicate themselves to posting a wide variety of content, from a new diet they are trying out or a trip to Disney with their kids to the benefits of yoga. Lifestyle influencers attract their audience with their unique style and beautifully photographed content. As a result, these influencers create something invaluable, trust with their followers, and thus build a community of thousands of people that also hope to imitate their lifestyle. Followers listen to these lifestyle influencers when they recommend products – their favourite headphones, a soft drink or protein bars –, things that are part of their lifestyle. A social media influencer communicates with people who follow them on online platforms, such as Instagram, YouTube and TikTok, and influences their purchasing decisions in exchange for payment from the brands they promote. An Instagram influencer, for example, may post content on the social media platform supporting a fashion brand, earning a commission for any followers who buy from the brand based on the influencer's recommendation. Influencers make money in a variety of ways. One of the top ways influencers make money is by creating high-quality sponsored content posts; brands pay influencers to advertise products and services on their social media pages. This sponsored content can appear in an Instagram reel, a Facebook post or a YouTube video. Many influencers have accumulated followings large enough to market their own products. For example, a fashion blogger may develop their own clothing line, either by designing their own clothes and accessories or by collaborating with a designer to co-create product lines. This is an increasingly popular way for influencers to earn lots of money.

Cuestiones del Texto 2. (5 puntos)

Do not copy literally from the text. (1 punto por respuesta = 4 puntos)

1. What is the fundamental condition that someone who wants to become an influencer must have? Why?
2. What is a lifestyle influencer? How and why do they gain followers?
3. How do influencers make money?
4. List four products mentioned in the text that you could buy on the recommendation of an influencer.

Fill the gaps with the correct, most appropriate word in each case. (0,25 por acierto = 1 punto)

5. 'Our goal is to be (A) _____ best platform for creators like you to make a living. (B) _____ you have an idea that you want to (C) _____ with the world, you should be able to create it and get it out there easily and simply – across Facebook and Instagram – and then earn money for (D) _____ work.' (Mark Zuckerberg)

Pregunta 1. Rephrase the following sentences so that their meaning is as similar to the original as possible. (0,25 puntos por acierto = 1 punto)

- a) They speak too quickly for her to understand. // They don't speak...
- b) A young French scientist has been redesigning the reactor. // The reactor...
- c) 'Will you be here tomorrow?' she asked. // She wanted to know if we...
- d) I first met Mary in 2014 and we are still good friends. // Mary and I have...

Pregunta 2. Rephrase the following sentences so that their meaning is as similar to the original as possible. (0,25 puntos por acierto = 1 punto)

- a) They couldn't play the match because there were not enough players. // The lack of players prevented...
- b) You shouldn't phone them if she doesn't tell you to do so. // Unless...
- c) I began to worry about the company's situation six months ago. // I have been...
- d) The young award-winning architects have built a new large-capacity auditorium. // A new large-capacity auditorium...

Pregunta 3. Write a composition about the following topic (100-120 words). (4 puntos)

What are your favourite sources of information in your daily life? Do you believe everything you read in them? Explain.

Pregunta 4. Write a composition about the following topic (100-120 words). (4 puntos)

What role do influencers play in society? Is it good or bad? If you know any, do you follow them? Why (not)?