

Elija una de las dos opciones propuestas, A o B / Hautatu proposatutako aukera bat, A edo B

Opción A Aukera

VOLUNTEER WORK

Do you ever get the feeling that you have a higher calling? A purpose that thrives outside the limits of 9 to 5? Like a homing device lodged deep within your chest, your heart might just be trying to tell you that it's time to volunteer abroad. Human beings have an innate desire to help one another, but this goes far, far beyond the warm fuzzies you get when you help someone out. So, why not sign up for volunteer trips today? Join *Plan My Gap Year (PMGY)* - a renowned international organization founded by volunteers for volunteers - with highly affordable volunteer programmes driven on community needs. Our projects are based in Africa and Asia mainly, with durations ranging from two weeks to six months. Join us any time of the year, as we schedule two start dates each month.

What kind of volunteer work will you be doing? We offer a range of placements in areas such as education, childcare, wildlife conservation, disabled care and healthcare. The minimum age to join the majority of our programmes is 18 and there is no upper age limit. We do however have a number of programmes which participants aged 17 can take part in and one project specifically designed for 16 year olds. The majority of our programmes do not require any specific skills or experience either, as we believe everyone has something to give. And the costs you need to consider in addition to your registration and programme fees are: flights, travel insurance, visa cost, immunisation costs and spending money.

Our structured programmes create the perfect platform for you to see the world, meet like-minded people and engage in meaningful volunteer work. We have teams in the UK and in our host destinations who will support you 24/7 throughout your time with us. There is also a great social element to our programmes. We put you in touch with other volunteers via Facebook before you set off. Our projects receive volunteers from around the world throughout the year, so even if you're travelling solo, you're going to meet heaps of people along the way. Plus you'll have plenty of opportunity to travel the country with your newfound travel buddies - it's all part of the PMGY experience! So if you're thinking of doing something a bit different on your next trip abroad, then why not drop us a line and find out what extraordinary things you could be doing.

1. Answer these questions about the text. Use your own words whenever possible (2 points, 1 each).

- a. Why is it possible to join the programmes any time of the year?
- b. Apart from registering and paying the corresponding fees, what other expenses will you have to consider before travelling as a volunteer abroad?

2. Read the following statements, decide whether they are true or false and justify your answer by quoting evidence from the text (1 point, 0, 50 each).

- a. Most of the programmes offered are not for those who are underage.
- b. No matter if you travel on your own, you will meet tons of people anyway.

3. Find in the text the word, group of words or expression which match these definitions (1 point, 0, 20 each).

- a. In a foreign country (paragraph 1).
- b. Believed to be within one's financial means (paragraph 1).
- c. Constantly, continually, all day and every day (paragraph 3).
- d. Friends or companions (paragraph 3).
- e. Write a short letter to someone (paragraph 3).

4. Complete the text using the correct words from the box below. There are 2 words that you won't need (2 points, 0,25 each).

“(a) _____ three weeks that I spent in Livingstone (Africa) working as a volunteer in a school have been (b) _____ of the best of my life. Everyone at the project and all the people that I met in the community were so kind and welcoming, and I always felt supported and looked (c) _____. I really enjoyed the fact that the days were so full (d) _____ activity and also the fact that we had lots of opportunities to work closely with the local people. (e) _____, we had the choice to either try lots of different afternoon projects or to work on the same ones over the period of a (f) _____ days, and I really felt like I was (g) _____ the chance to get to know the students (h) _____. I worked with and to try new things with them.”

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5. Write a composition of around 150-200 words on ONE of the following topics (4 points).

- a. You are spending three weeks abroad doing volunteer work. Write a letter to a friend explaining how you are getting along. Explain where you are, what you are doing, how you feel...
- b. Do you think volunteer work is necessary? Why? Give your point of view.

THE HISTORY OF COCA-COLA

It was 1886 and in New York Harbour workers were constructing the Statue of Liberty. Eight hundred miles away, another great American symbol was about to be unveiled. Like many people who change history, John Pemberton, an Atlanta pharmacist, was inspired by simple curiosity. One afternoon, he stirred up a fragrant, caramel-coloured liquid and, when it was done, he carried it a few doors down to Jacobs' Pharmacy. Here, the mixture was combined with carbonated water and sampled by customers who all agreed this new drink was something special. So Jacobs' Pharmacy put it on sale for five cents a glass. However, Pemberton had no idea how to advertise. This is where Frank Robinson, Pemberton's bookkeeper, came in. Frank Robinson, suggested the name Coca-Cola, believing that *"the two Cs would look well in advertising"*. He registered Coca-Cola's formula with the patent office, and he designed the logo. He experimented with writing the company's name in *Spencerian script* – a popular writing style back then. To this day, Coca-Cola is written the same way.

Pemberton died in 1888 without reaching success and after his death, a man named Asa Candler rescued the business. In 1891, he became the sole owner of Coca-Cola, bringing real vision to the business and the brand. One of his most innovative marketing techniques consisted of hiring travelling salesmen to pass out coupons for a free Coke. His goal was for people to try the drink, like it, and buy it later on. In addition to the coupons, Candler also decided to spread the word of Coca-Cola by plastering logos on calendars, posters, notebooks and bookmarks to reach customers on a large stage. It was one step in making Coca-Cola a national brand, rather than just a regional brand. People saw Coca-Cola everywhere and the aggressive promotion worked. By 1895, Candler had built syrup plants in Chicago, Dallas and Los Angeles.

As Coca-Cola grew in popularity, copycats began to appear eager to capitalize on the success. Advertising focused on the authenticity of Coca-Cola, urging consumers to *'Demand the genuine'* and *'Accept no substitute'*. To assure people they were getting a real Coca-Cola, the company also thought of creating a distinctive bottle shape. In 1916, they began manufacturing the famous *Contour Bottle*, which remains the signature shape of Coca-Cola today.

From the early beginnings when just nine drinks a day were served, Coca-Cola has grown to be the world's most omnipresent brand. There are now 1.9 billion servings of Coca-Cola Company products served every day.

1. Answer this question about the text. Use your own words whenever possible (2 points).

a. What two original ideas did Asa Candler put into practice in order to advertise Coca-Cola? Why was his campaign so successful?

2. Read the following statements, decide whether they are true or false and justify your answer by quoting evidence from the text (1 point, 0, 50 each).

- a. When Pemberton passed away the company was already well-known.
- b. Coca-Cola campaigned to avoid imitations.

3. Find in the text the word or group of words which match these definitions (1 point, 0, 20 each).

- a. Moved a spoon around into something in order to mix it thoroughly (paragraph 1).
- b. Tried the qualities of food or drink by tasting it (paragraph 1).
- c. Really wanting to (paragraph 3).
- d. Concentrated on (paragraph 3).
- e. The appearance of an object; something seen in outline (paragraph 3).

4. Complete the text using the correct words from the box below. There are 2 words that you won't need (2 points, 0,25 each).

At a time when refrigerators were not available soft drinks were stored in coolers of ice. Imitators could (a) _____ jump into the competition, (b) _____ all of the bottles were shaped the same and consumers couldn't see what they were grabbing. Also the paper labels (c) _____ to identify Coke would often fall (d) _____ in the ice. Coca-Cola wanted the packaging to be unique and identifiable (e) _____ they began taking submissions for new bottle designs. Workers from a glass plant in Indiana came (f) _____ with the winning design. Ironically, it was based on misinformation. They thought that cocoa was an ingredient in Coca-Cola, so they made the bottle look (g) _____ a cocoa seed. The design was slimmed down, and it became known as the contour bottle (h) _____ unique qualities still remain on the plastic version of today.

UP	SINCE	WHICH	OFF	HELPING
EASY	WHOSE	EASILY	SO	LIKE

5. Write a composition of around 150-200 words on ONE of the following topics (4 points).

- a. Describe your favourite advertisement. What does it advertise? Why do you like it so much? Are you a consumer of the product advertised?
- b. Pros and cons of the advertising campaigns carried out by big companies. Up to what point are you or the people around you influenced by them?