

# Maturitätsprüfung MAR 2002

## Englisch

1 DP

DW

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(WD	a P L WW		
DP P D	a P L WW		
5 DGL RY	a P L WW		
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**Please note:**

- ☛ : LW R DP D G R FDWR VK W
- ☛ : LW DFK R D **S** VK VRI
- SDS 7K R~~VR~~ FLV VD ~~VR~~ E L~~W~~ L ~~VR~~ ~~VR~~ VSD F VS RYLG G
- ☛ T ~~VR~~ VD ~~VR~~ E D V G F SWR ~~VR~~ VD 3DW K R
- P WFKRRV RI ~~VR~~ ~~VR~~ ~~VR~~ SIEV
- ☛ 3 DV LW IE D G DY DP D L RI FP R ~~VR~~ L KVRI Y VK V

(Reading time: ~ 15 minutes)

## Coke and Big Mac aren't the Real Thing

### Guardian Reporters

When German prisoners of war arrived in New Jersey during the Second World War, they broke into excited chatter on seeing a Coca-Cola advertisement. "We are surprised you have Coca-Cola here, too," they told their guards. The story told by Mark Prendergast in his history of the company suggests that the theory that global food habits promote global peace rests on slender foundations.

Yet the growth of branded food habits<sup>1</sup> is such a feature of our times that it demands investigation. It is not a new development to connect Coca-Cola or Kellogg's Cornflakes with harmony both of the inner man and of the whole human race. Such products, appearing in many industrialised countries at about the same time a century ago, were promoted as tonics<sup>2</sup> and magical substances, not simple victuals<sup>3</sup>. Their makers often implied that dietary<sup>4</sup> revolution was part of a more general revolution that could lead to the most positive developments. When Coca-Cola gathered 200 young people on a hillside and had them sing "I'd like to teach the world to sing in perfect harmony", it was only continuing an already established tradition.

The American fast-food chains that emerged in a big way in the early 1950s operated on a different basis from the pseudo-medical foundation of Coca-Cola and Kellogg. This other principle was the democratisation of meat. In

societies which, in memory if not in present fact, had never had enough meat, the daily availability, at a low price, of hot beef and chicken was a historic achievement. With every hamburger the ordinary man enjoyed not just a meat patty<sup>5</sup>, but a taste of the privilege that in a half-remembered past had been confined to the upper class. In America, which had admittedly always been a meat-eating country, new farming techniques allowed a breakthrough to hitherto impossible levels of cheapness.

With cheapness came speed. A Burger King founder noted: "There are only two things our customers have, time and money, and they don't like spending either."

But the customers were not only eating and drinking health and privilege. They were, and are, eating and drinking America. Outside America, what was being consumed was a symbol of the power and affluence of the US. McDonald's local partner in Japan suggested hamburgers would in time transform Japanese from short and yellow to tall and white.

In eastern Europe the McDonald's hamburger performs a different function from the one it performs in America. In the latter, it is, if not the food of the poor, a food the poor can afford. In Russia, it is the food of the rich, to the extent that McDonald's has few outlets outside Moscow because there are still too few capitalists to eat the product.

In the United States, the America being consumed is the supposedly simpler and better America of the past. Or it is a more orderly America. As one customer of a Harlem McDonald's told a Wall

Street Journal writer: "Ain't no hip-hop here, ain't no profanity<sup>6</sup>. The picture, the plants, the way people keep things neat here, it makes you feel like you're in civilisation."

Civilisation! Yet it is not such a joke. The fast-food chains do represent a kind of order. They utilise the attractions of replication and common ritual, the comfort of places where staff and customers know their roles, where there is no uncertainty, there are few choices, everything is familiar and known.

Whether the world-wide penetration<sup>7</sup> of American food products represents, as Thomas Friedman of the New York Times suggested in his recent half-serious but catchy<sup>8</sup> thesis, an opening up by countries to the international economy, tying them together in a way that makes it unlikely they will make war on one another, is to be doubted. McDonald's is just a detail in such tendencies, not a cause or even a symptom of change.

Equally doubtful is his suggestion that McDonald's has achieved some balance between global and local forces. These chains could not exist without the linkages between food and local production, between food and skilled cooking, and between food and health, having been weakened — developments for which they are not responsible but which have many unhappy consequences.

*From: The Guardian Weekly,  
12 January 1997  
(694 words)*

E D G I R R G K D E L W W K K D E L W R I D W  
I R R G V L W I D P R V E D G D P V  
W I F D V E W D F W I P S R Y R V  
K D W R W W  
Y F W D V I R R G  
G L W D G I L W W N L G R I I R R G  
S R S K D E L W D D W

P D W D W D I D W R G S L F R I P D W D V  
I R G L D K D P E

S R I D L W G R W R F I D W K R F N L  
D D D G E K D Y R  
S W D M R K V S D G  
F D W K D W D F W L W W R D W W W R  
D V W P P E

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**1. Comprehension**

**(~ 45 minutes, 60 points)**

V W IR R L T W V R RWFRS KR SDWD VI RP W  
D W (DFK D V KR GE E W D G R GV S

- a) Compare the initial advertising strategies used by Coca-Cola and Kellogg's with those used by American fast-food chains in the 1950s.
- b) According to the text, how does the "symbolic value" of eating at McDonald's differ inside and outside the United States?
- c) What does the example of the Harlem McDonald's reveal about one of the possible attractions of fast-food restaurants?
- d) How does the author of the article regard Thomas Friedman's opinions about fast-food chains?
- e) Relate the title of the article to the article itself.

**2. Vocabulary**

**(~ 15 minutes, 20 points)**

**2.1 Synonyms and definitions**

**(7 points)**

5 S DF W IR R L R GV W R GV W KDWDY DVP LD P D L D GFD E V GL W  
R L L D FR W W: K W LV/GIIF W GR S DL KD W R GVP D L W SD W D  
FR W W

( P S

whole (line 19) entire  
customer (line 101) a person who buys something in a shop or a restaurant

- a) promote (line 11) .....
- b) slender (line 12) .....
- c) demands (line 15) .....
- d) confined to (line 51) .....
- e) affluence (line 69) .....
- f) performs (line 75) .....
- g) suggestion (line 120) .....

**2.2 Word formation**

**(6 points)**

RP S W W IR R L V W F V VL W R G LY L 3,7 /6 W IR P R R G W DWLW  
W DSL W VDP L

( P S

After having been ... imprisoned ..... for more than two decades he was pardoned by the president.  
**PRISONER** (line 1)

- a) After the ..... of the police the rioters calmed down.  
**ARRIVE** (line 2)
- b) This combination of colours and shapes is not very .....  
**HARMONY** (line 18)

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- c) A war in the Middle East could jeopardize the ..... of our fuel supplies.  
**CONTINUE** (line 34)
- d) Some basic ..... of Latin is essential for the study of Romance languages.  
**KNOW** (line 102)
- e) I tried to ..... him with the rules of the game but he just didn't seem to be in the mood for playing.  
**FAMILIAR** (line 104)
- f) ..... speaking, the country is in a very healthy state.  
**ECONOMY** (line 112)

**2.3 Antonyms**

**(7 points)**

, W IR R L V W F V LY R R G W D W W S S P W W R G L E  
S D G K I E K F D W N L W S R W M R L W V W F

( P S

The **bigger** (line 36) the car, the more comfortable it is to drive.  
smaller .....

- a) The **growth** (line 13) in imports has resulted in a trade deficit.  
.....
- b) They are tearing down the building next week – electricity has already been **connected** (line 17).  
.....
- c) His understanding of the processes involved in cooking is **perfect** (line 33).  
.....
- d) Her father **allows** (line 55) her to see her new boy-friend in their house.  
.....
- e) Ronaldo is **low** (line 45) on my list of the world's best footballers.  
.....
- f) I have never heard a **better** (line 87) description of how to operate this program than yours.  
.....
- g) Recent events have **weakened** (line 127) my faith in the system.  
.....

**3. Essay**

**(~ 45 minutes, 60 points)**

: L W D W D R G V R R I W I R R L W S I F V

- 1. Globalisation: Another Name for Exploitation?**
- 2. Truth and Advertising**
- 3. "Not Having Time": A Problem of our Times?**

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#### 4. Grammar

(~ 45 minutes, 60 points)

##### 4.1 Re-writing sentences

(16 points)

RP S W W V FR GV W F VR W D W W K D V W V DP P D L D V W IL W W W F L W  
R G LY R R W F K D W R G LY R P W V E W W R D G L R G V L F G L  
W R G LY

( P S

, R G KR W D W W S D N( L K VR

I ..... would like to know ..... how she learnt to speak English so well.

- a) For a child of her age, Jean plays the violin very well. **(good)**  
Jean ..... the violin for a child of her age.
- b) I'll do the washing-up tonight. It's OK with me. **(mind)**  
I ..... the washing-up tonight.
- c) Please remember the letter. It should be posted tomorrow. **(forget)**  
Please ..... the letter tomorrow.
- d) Frank is excited about going to Greece on holiday. **(forward)**  
Frank ..... to Greece on holiday.
- e) The train is leaving in a few seconds! Get in, quick! **(about)**  
Get in, quick! The train ..... leave.
- f) Reading helps to improve your vocabulary. **(the)**  
..... better your vocabulary will be.
- g) When I was a child I always played football in the street. **(used)**  
I ..... in the street when I was a child.
- h) If we do not take action now, it might be too late. **(unless)**  
..... taken now, it might be too late.

##### 4.2 Error correction

(10 points)

6RP RI W V W F VD FR FVD GVRP KDY DP L W D N  
, I DV W F LVFR FVS W D W F N ✓ L W V S D F S R Y L G G D W W G R I D F K L  
, I W V W F K D V D R G K I F K W R G R V E W F R W L V R W  
, I D R G R D W F W L V L F R F W F R W L V R W D G F R F W W P L W D N L W V S D F S R Y L G G D W  
W G R I D F K L

( P S

Things started to go wrong as soon as we got to the hotel. .... ✓  
We were ~~being~~ exhausted after the long journey. ....  
When we ~~had been getting~~ to our room, we found it was tiny. .... got

- a) Can we meet us outside the cafeteria in about 15 minutes? .....
- b) Sonja is not interesting in opera, ballet or classical music. ....
- c) There were fewer students at this year's party then last year. ....
- d) Currently a new tunnel is being built some miles outside Zurich. ....

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- e) I have spent far too much money on telephone calls last month. ....
- f) Everton are probably going to win this match because they are playing far better. ....
- g) In spite of its bad reputation, traditional English food can taste very good. ....
- h) I have often told my brother not to listen to loud music. ....
- i) The last time they spoke to themselves was about five months ago. ....
- j) The accused said that she never saw this person in her entire life. ....

### 4.3 Gap text

(14 points)

)L DFK RI W DSV W V WDE R GR 7K ILW DS LIL GIR R

New Zealander Kay Martin got ..... the ..... fright of her life a (a) ..... weeks ago. According to the Auckland Sunday Star, she and a friend were chatting over a drink

- (b) ..... they heard a chicken squawking. They came (c) ..... the conclusion that it (d) ..... escaped from a neighbour's garden and they went outside
- (e) ..... order to catch it, but they could not find it. Then Kay realized with horror that the sound was coming from (f) ..... own kitchen – coming, in fact, from the oven,
- (g) ..... she had put a chicken to roast half an hour earlier. "It was
- (h) ..... if it was calling to me from its grave", she said. "I was
- (i) ..... amazed I could not speak."

As they approached, the squawking noise reached a crescendo. They removed the tray

- (j) ..... the oven and as the chicken began to cool, the squawking died away. Ms Martin chopped the neck off and threw (k) ..... in the sink. She noticed that the vocal chords were (l) ..... perfect condition. "A (m) ..... of steam was coming up the neck from the stuffing inside the chicken", she said, and this had caused the dead bird to squawk." She has (n) ..... eaten any chicken since.

### 4.4 Translation

(20 points)

7 D VDW W IR R L V W F VL W LGRP DW ( LK 7 D VDW DVI DV F WD D GDV  
FRV DVS RWE

- a) Ich fragte sie, warum sie die letzte Prüfung nicht geschrieben hätten.
- b) Natürlich liebt sie ihn – sie liebt ihn, seitdem sie ihn zum ersten mal sah.
- c) Seine Ratschläge wurden nicht befolgt.
- d) Wenn er nach London gegangen wäre, hätte er „Cats“ gesehen.
- e) Nachdem sie ihre Stelle aufgegeben hatte, wollte sie zwei Wochen Urlaub machen.
- f) Wir erfuhren, dass er den Text morgen schreibe.
- g) Man hat mir schreckliche Geschichten über ihn erzählt.
- h) Warum durfte er nicht länger bleiben?
- i) Die Frau, deren Handtasche gestern gestohlen wurde, ist meine Frau.
- j) Wenn ich der beste Schüler wäre, wäre ich nicht die Person, die ich bin.