

**Kantonsschule Alpenquai Luzern**

**Fach** **Englisch**

**Prüfende Lehrpersonen** Lehrpersonen der Fachschaft Englisch KS Alpenquai Luzern

**Klassen** alle 6. und 7. Klassen, Schuljahr 2012-13

**Prüfungsdatum** 28. Mai 2013

**Prüfungsdauer** 3 Stunden

**Erlaubte Hilfsmittel** keine

**Anweisungen zur Lösung der Prüfung** sind alle im vorliegenden Dokument enthalten.

| Anzahl erreichbarer Punkte | Part            | Time (minutes) | Points     | Page |
|----------------------------|-----------------|----------------|------------|------|
|                            | Reading         | ~ 15           |            | 2    |
|                            | 1 Comprehension | ~ 30           | 40         | 3    |
|                            | 2 Vocabulary    | ~ 15           | 30         | 5    |
|                            | 3 Essay         | ~ 60           | 60         | 6    |
|                            | 4 Grammar       | ~ 30           | 50         | 7    |
|                            | 5 Translation   | ~ 15           | 20         | 9    |
|                            | Reading over    | ~ 15           |            |      |
|                            | <b>Total</b>    | <b>180</b>     | <b>200</b> |      |

**Anzahl Seiten (inkl. Titelblatt)** 9

## How to save a billion lives: A war against the weed spreads and escalates

From: *The Economist*, slightly adapted.

5 EVEN more than tempting liquors like tequila, tobacco is a pleasure that the Old World wishes it had never taken from the New. In 1492, when Christopher Columbus was met by tribesmen with "fruit, wooden spears and certain dried leaves which gave off a distinct fragrance", he threw the last gift away. But his shipmates brought home the custom of sucking in the smoke, and the taste spread so rapidly that in 1604 King James I of England was prompted to issue a denunciation of the "manifold abuses of this vile custome".

10 Vile indeed, but habit-forming and therefore lethally dangerous: it cuts short the lives of between a third and half of its practitioners. According to the World Health Organisation (WHO), perhaps 100m people died prematurely during the 20th century as a result of tobacco, making it the leading preventable cause of death and one of the top killers overall. Another 1 billion more may die from it in this century if current trends continue unchecked.

20 In recent years smoking has been sharply restricted in some unlikely places. In 2004 Ireland amazed the world by successfully imposing a tobacco ban on all workplaces; and at the start of this year, France's café culture suddenly went smoke-free. The draconian curbs introduced by California in 1998 have been followed, at least in part, by well over half America's states. But the number of smokers in China, India and other developing countries is continuing to grow, as addiction spreads faster than information.

30 Hence the determination of almost everybody involved in global public health to escalate the war on smoking. Over 150 countries have already ratified the Framework Convention on Tobacco Control, which requires countries to take a range of anti-smoking measures. Last July negotiators agreed on international norms for banning smoking in public places.

35 In addition to new international rules, the WHO is pushing for aggressive policies at the national and local levels. On February 7th Margaret Chan, the WHO's director-general, and Michael Bloomberg, New York's zealously anti-smoking mayor, were due to unveil the most comprehensive survey of tobacco use ever carried out. The study is "a call to action to avoid a public-health catastrophe", says Douglas Bettcher, head of the Tobacco Free Initiative at the WHO. The WHO says countries must do six related things. The first is to improve the quality of data on tobacco use. The second is to impose sweeping Irish-style smoking bans; only 5% of the global population is now covered by such curbs. The third is to intensify efforts to induce and assist smokers to drop the habit. Only nine countries offer the kind of well-

funded, accessible programmes of which the WHO approves.

55 Those ideas concern the existing users of tobacco; another three are aimed at persuading people not to light up in the first place. It may be hard to believe, but the WHO insists that most smokers still do not understand the full extent of the health risks. It wants all countries to mandate large, grotesque pictorial warnings on cigarette packets. Another policy proven to work (in the handful of countries, representing 5% of the world's population, to have tried it) is a complete ban on marketing.

60 The final prescription offered by the WHO is also the most powerful one: higher taxes. Studies show that raising tobacco taxes by a tenth may cause a 4% drop in consumption in rich countries and an 8% drop in poor ones, with tax revenue rising despite lower sales. The agency wants a 70% increase in the retail price of tobacco, which it says could prevent up to a quarter of all tobacco-related deaths worldwide. The claim is that higher taxes not only bring in revenue to fund anti-smoking efforts; they actually benefit the poor.

70 How come? A forthcoming paper by two university scholars notes that smokers face a familiar choice between short-term pleasure and a long-term desire to quit. Tobacco taxes are an incentive to make the right choice, and because the poor are price-sensitive, they benefit the most.

80 The practical argument for action is simpler: the tobacco industry is getting the world's poor hooked before governments can respond. In recent years, as rich countries have clamped down on smoking, tobacco firms have shifted their focus to poorer places. A study by Britain's Bath University found that by using aggressive tactics, such as targeting women, international tobacco firms had helped to double smoking rates in Russia since 1991.

90 The tobacco industry is regrouping in order to focus on "promising" markets and escape the lawsuits it is likely to face in rich countries. China is now home to more than a quarter of the world's smokers; it will soon be manufacturing Marlboro cigarettes for Philip Morris, and the firm will be exporting Chinese tobacco to other countries.

95 At times, the strategy used by public-health campaigners may seem heavy-handed; they retort that nothing else can work against a rich adversary. Indeed, Dr Bettcher argues that just as mosquitoes convey malaria, Big Tobacco is the "vector spreading this epidemic". And eradicating tobacco may prove every bit as hard as fighting insect-borne disease. (851 words)

# 1 Comprehension (40 points)

## 1.1 True or false?

(16 points)

The following statements are either true or false with respect to the article you have just read. Mark those that are true with a **T**, and those that are false with an **F**. You also have to indicate the line(s) where the relevant information can be found.

| Example:   |  | line(s)      |
|--|--|--------------|
| 0) According to the author, the Old World would have preferred if the New World hadn't initiated it to liquors and tobacco.      | <input checked="" type="checkbox"/> <b>T</b> | <u>1 - 3</u> |
| 1) According to the author, smoking soon became extremely popular in England.  | <input type="checkbox"/>                     | .....        |
| 2) The WHO claims that many smoking-related deaths could have been prevented.  | <input type="checkbox"/>                     | .....        |
| 3) According to the author, Californian law-makers set up an exemplary model for lots of other American states.                  | <input type="checkbox"/>                     | .....        |
| 4) According to the author, people in developing countries don't have enough access to information about the dangers of smoking. | <input type="checkbox"/>                     | .....        |
| 5) Margaret Chan and Michael Bloomberg carried out the most comprehensive study of tobacco use ever.                             | <input type="checkbox"/>                     | .....        |
| 6) According to the WHO, smokers should be motivated to quit smoking.  | <input type="checkbox"/>                     | .....        |
| 7) According to some studies, tax increases are twice as effective in rich countries as in poor ones.                            | <input type="checkbox"/>                     | .....        |
| 8) According to the article, rich countries pose a legal threat to the tobacco industry.   | <input type="checkbox"/>                     | .....        |

**1.2 Open comprehension questions**

**(24 points)**

Answer the following questions in your own words. Do not copy whole passages from the article. Write your answers in full sentences on a separate sheet.

- 1) Explain why according to the article the war on smoking has to be escalated.  
(3 points – about 30 words)  
-
- 2) Sum up the measures the WHO approves of in your own words and explain how they aim at different target groups.  
(8 points – about 80 words)  
-
- 3) What are the benefits of higher taxes and an increase on the retail price of tobacco, according to the WHO?  
(4 points – about 40 words)  
-
- 4) Describe the efforts that have been made by the tobacco industry to minimize their financial losses.  
(4 points – about 40 words)  
-
- 5) Sum up what you perceive as the author's attitude towards smoking. Use evidence from the text to illustrate your view.  
(5 points – about 50 words)

# 2 Vocabulary

**(30 points)**

## 2.1 Word formation

**(12 points)**

In the following text, use **one** word that fits the gap and belongs to the same **word family** as the word in CAPITALS.

**Are There \_\_\_\_\_ Treatments for Tobacco Addiction?** EFFECT

Yes, \_\_\_\_\_ research has shown that treatments for tobacco addiction do work. EXTEND

Although some smokers can quit without help, many individuals need \_\_\_\_\_ ASSIST

with quitting. This is \_\_\_\_\_ important because smoking cessation PARTICULAR

can have \_\_\_\_\_ health benefits. For example, within 24 hours of quitting, MEDIATE

blood \_\_\_\_\_ and chances of heart attack decrease. Long-term benefits of smoking PRESS

cessation include decreased risk of stroke, lung and other cancers, and coronary heart disease. A 35- EXPECT

year-old man who quits smoking will, on average, increase his life \_\_\_\_\_

by 5 years.

Nicotine \_\_\_\_\_ therapies (NRTs), such as nicotine gum and the REPLACE

transdermal nicotine patch, were the first pharmacological treatments approved by the Food and

Drug \_\_\_\_\_ (FDA) for use in smoking cessation therapy. ADMINISTER

NRTs are used in conjunction with behavioral support to relieve \_\_\_\_\_ symptoms WITHDRAW

— they produce less severe physiological \_\_\_\_\_ than tobacco-based systems and ALTER

generally provide users with lower overall nicotine levels than they \_\_\_\_\_ with tobacco. RECEPTION

(From the NIDA: National Institute on Drug Abuse)

## 2.2 Antonyms

**(8 points)**

Find a word or phrase that is **opposite in meaning** to the word **in bold** print.

- 1) ... by **successfully** imposing a tobacco ban... (l. 22) \_\_\_\_\_
- 2) ... is continuing to **grow** ... (l. 28) \_\_\_\_\_
- 3) ... must do six **related** things ... (l. 46) \_\_\_\_\_
- 4) The first is to **improve** the quality ... (l. 46) \_\_\_\_\_
- 5) ... of which the WHO **approves**. (l. 53) \_\_\_\_\_
- 6) ... is also the **most powerful** one: ... (l. 65) \_\_\_\_\_
- 7) ... may cause a 4% **drop** in consumption ... (l. 66) \_\_\_\_\_
- 8) ... The practical argument for action is **simpler**: ... (l. 80) \_\_\_\_\_

## 2.3 Synonyms

(10 points)

Find a word or phrase that means **the same** as the word **in bold** print.

- 1) ... he threw the last **gift** away. (l. 6)

---
- 2) ... and the taste spread so **rapidly** ... (l. 8)

---
- 3) ... "the manifold abuses of this **vile** custome". (l. 10)

---
- 4) ... the **draconian** curbs introduced by California ... (l. 24)

---
- 5) ... international norms for **banning** smoking ... (l. 36)

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- 6) The third is to **intensify** efforts ... (l. 50)

---
- 7) ... a **complete** ban on marketing. (l. 62)

---
- 8) ... tobacco taxes are an **incentive** ... (l. 77)

---
- 9) ... they **retort** that nothing else can work ... (l. 97)

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- 10) And **eradicating** tobacco ... (l. 101)

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## 3 Essay

(60 points)

Choose one of the following topics for an essay (300-400 words).

- 1) Surfing the Internet – a dangerous addiction or a wonderful feature of modern life?
- 2) "Alcohol advertising places profit before health and should be forbidden by law."  
Write a speech for or against this statement that you will deliver in a debating society.
- 3) Comment on the following statement:  
"Drugs are merely the most obvious form of addiction in our society."  
(Christopher Lasch, American Historian)

# 4 Grammar

# (50 points)

## 4.1 Re-phrasing sentences

## (20 points)

Complete the second sentence so that it has a **similar meaning** to the first sentence, using the word given. Do **not** change the word given. You must use **between three and eight words**, including the word given. There is an example (0) at the beginning.

0) When does the next exam begin? **(tell)**

Could ..... *you tell me when* ..... the next exam begins?

---

1) I have absolutely no interest in smoking. **(appeal)**

Smoking ..... in the least.

---

2) It's advisable not to smoke regularly. **(avoid)**

You ..... regularly.

---

3) You won't be able to give up smoking unless you try much harder. **(make)**

You'll have .....  
 ..... you want to give up smoking.

---

4) Chris has been smoking so much that there's a risk he will lose his job. **(danger)**

Chris is ..... his job because he's been smoking so much.

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5) The ban on smoking in restaurants is probably going to be very unpopular. **(likely)**

It ..... in restaurants will be a very unpopular move.

---

6) I don't think you'll find it hard to quit smoking. **(difficulty)**

I don't think .....  
 smoking.

---

7) If you need any further information, please call me. **(hesitate)**

If you need any further information, ..... a call.

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8) Could I borrow your book about quitting smoking, please? **(mind)**

Would ..... about quitting smoking, please?

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9) It's been ages since I smoked a cigarette. **(not)**

I ..... ages.

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10) There is a rumour that the Marlboro man died from lung cancer. **(said)**

The Marlboro man ..... from lung cancer.

**4.2 Gap-filling****(30 points)**

Complete the following text by putting the verbs in brackets into the correct form. Where there is no verb given, think of **one** word which best fits the gap.

**Marlboro**

There are few people who (0) have never heard..... (never hear) of Marlboro, because Marlboro (1) ..... (be) the largest selling brand of cigarettes in the world for many decades. It (2) ..... (make) by Philip Morris Company in Richmond, Virginia, and is famous for magazine ads of the Marlboro Man. Philip Morris, the founder of the company, (3) ..... (bear) in 1835, soon after his parents (4) .....(immigrate) from Germany. The Marlboro brand (5) .....(launch) as a woman's cigarette, based on the slogan "Mild as May". This (6) .....(remain) like that if scientists (7) ..... (not publish) a major study linking smoking to lung cancer in the 1950s. This made Philip Morris (8) ..... (reposition) Marlboro as a men's cigarette in order to fit a market niche of men who (9) ..... (concern) about lung cancer. At the time, filtered cigarettes (10) ..... (consider) safer than unfiltered cigarettes, but until that time (11) ..... (market [verb!]) only to women. Men at the time indicated that while they (12) ..... consider switching to a filtered cigarette, they were anxious about (13) ..... (see) smoking a cigarette marketed to women.

The repositioning of Marlboro as a men's cigarette (14) ..... (handle) by Chicago advertiser Leo Burnett, who suggested (15) ..... (present [verb!]) a lineup of manly figures, the first of (16) ..... being a cowboy. Within a year, Marlboro's market share (17) .....(rise) from less (18) ..... one percent to the fourth best-selling brand. This must (19) .....(convince) Philip Morris to drop the lineup of manly figures and stick with the cowboy. When Burnett came across Darrell Winfield, who worked on a ranch, he thought he (20) ..... (find) the ideal cowboy. Until then, the Marlboro Man in commercials (21) ..... (play) by actors, who didn't look authentic. When Winfield retired in 1989, he (22) ..... (be) the Marlboro Man for 20 years; not surprisingly, he stated that his life (23) ..... (not be) the same if he (24) .....  
..... (not give) the chance to work for Marlboro. Philip Morris is said (25) ..... (spend) millions of dollars searching for a new Marlboro Man.



If the Marlboro Man campaign (26) ..... (not be) such an immediate success, Philip Morris (27) ..... (not manage) to overcome growing health concerns so easily for a long time. However, the image of Marlboro cigarettes suffered when Wayne McLaren, who appeared in Marlboro advertisements, became an anti-smoking crusader, claiming that his 30-year smoking habit (28) ..... (lead) to his developing lung cancer. Just before his death, McLaren didn't mind (29) ..... (film) for a TV-spot, with pictures of him on his hospital bed juxtaposed with those of him appearing as a smoking cowboy. Since then, warning messages on cigarette packages (30) ..... (become) commonplace in most countries.

## 5 Translation

**(20 points)**

Translate the following sentences into English.

- 1) Tabak war in Amerika seit langem in Gebrauch gewesen, als die Pflanze im 16. Jahrhundert entdeckt und nach Europa gebracht wurde.
- 2) Die Indianer pflegten Tabak in Friedenspfeifen zu rauchen, da sie glaubten, er sei eine Gabe Gottes, und dass der Tabakrauch die Gebete der Menschen in den Himmel trage.
- 3) Bevor leichtere Tabaksorten entwickelt wurden, konnte der Rauch nicht inhaliert werden, ohne die Lungen ernsthaft zu schädigen.
- 4) Wenn es James Bonsack vor 150 Jahren nicht gelungen wäre, eine Maschine zu erfinden, die die Zigarettenproduktion automatisierte, wäre das Rauchen nicht so billig geworden.
- 5) Seit der Mitte des letzten Jahrhunderts, als Wissenschaftler herausfanden, dass Rauchen Krebs verursachen kann, wird Tabak als Gesundheitsrisiko betrachtet.
- 6) Die Weltgesundheitsorganisation (WHO) möchte, dass die Tabakwerbung in allen Ländern verboten wird, um die schädlichen Wirkungen des Rauchens zu reduzieren.
- 7) Während langer Zeit war das Rauchen in der Öffentlichkeit Männern vorbehalten, und es wurde sogar zu einem Symbol für (= of) Erfolg.
- 8) Während der Tabakkonsum in den reichen Ländern abnimmt, steigt er in den Entwicklungsländern, und speziell Indien und China sind jetzt die interessantesten Märkte.