



PRUEBAS DE ACCESO A CICLOS FORMATIVOS DE GRADO SUPERIOR

Convocatoria de 4 de junio (*Resolución nº 324, de 13 de febrero de 2013, BOR de 22 de febrero*)

PARTE COMÚN	Inglés
--------------------	---------------

DATOS DEL ASPIRANTE	CALIFICACIÓN
Apellidos: _____	
Nombre: _____	
D.N.I.: _____	
Instituto de Educación Secundaria: _____	

INSTRUCCIONES GENERALES

- Mantenga su D.N.I. en lugar visible durante la realización del ejercicio.
 - Lea detenidamente el texto y las cuestiones antes de responder.
 - Realice primero aquellos ejercicios que tenga seguridad en su resolución. Deje para el final aquellos que tenga dudas.
 - Cuide la presentación y escriba la solución de forma ordenada.
 - Entregue esta hoja cuando finalice el ejercicio.
 - Al finalizar el ejercicio enumerar las hojas y firmar en la última.
 - No se permitirá el uso del diccionario en ningún momento.
- Realización:
- La duración del ejercicio es de una hora y cuarto: 16,45 a 18,00 horas.

Criterios de calificación:

1. Reading A. True / False plus evidence. (2 points, 0.5 points each)
 Reading B. Questions (1 point, 0.5 points each)
2. Vocabulary. (1 point, 0.25 points each)
3. Grammar. (3 points, 0.5 points each)
4. Composition (3 points)



EXAMEN - 1

ADVERTISING

In our modern society, we are surrounded by advertising in many forms: newspapers, magazines, radio, television, etc. All these advertising media are a familiar part of our everyday life.

Advertisements should give facts and information. However, the purpose of advertising is not simply to inform but to persuade people to buy. Advertisers try to sell you something, whether you need it or not. Instead of giving the public strict information, advertisers often give an illusion or a promise of a better life.

It is almost impossible not to be influenced by advertising. Clever advertisers use different techniques to make people buy things. They decide who will want to buy their product and the message is directed at these people. Many advertisements appeal to the desire to be fashionable or successful. Advertisers exploit desires, dreams, ambitions, insecurities and fears to increase sales.

Some advertisements use a “story” or “situation” to promote a product or suggest a world of glamour and adventure where everyone is attractive, rich and happy. Others use humour to get attention. Good advertisements can be entertaining and even artistic. What is important is to recognize when we are being informed and when we are being exploited by advertising.

1. READING (3p)

A. Decide if the statements are TRUE (T) or FALSE (F). Give evidence from the text to support your answer. (2p)

a. Advertising media are far away from our everyday life.

Evidence:

b. Advertisements only give you facts and information about their products.

Evidence:

c. Advertisers try to make people buy what they do not need.

Evidence:

d. A funny situation in an advertisement attracts people’s attention

Evidence:



**Gobierno
de La Rioja**

B. Answer the questions according to the text. Use your own words (1p)

a. What is the purpose of advertisers?

.....
.....
.....

b. Why is it difficult not to be influenced by advertising?

.....
.....
.....

2. VOCABULARY (1p)

Find the words in the text that mean the same as these given

- a. Publicity (paragraph 1)
- b. To get something by paying money for it (paragraph 2)
- c. Intelligent (paragraph 3)
- d. Hilarity (paragraph 4)

3. GRAMMAR (3p)

Rewrite the following sentences starting with the word given:

a. Albert's drawing isn't as good as Gerard's

Gerard's drawing is

b. I'm not very tall. I don't play basket well.

If I

c. She said: "Are you coming to the party on Friday?"

She asked him

d. They came to live in New York two years ago

They have

e. Smoking is forbidden in hospitals

You

f. Although the weather was horrible, we went skiing

In spite of



**Gobierno
de La Rioja**

4. COMPOSITION (3p)

Write a composition on ONE of these topics. Use 80-100 words.

- a. Think of an advertisement that you like/ don't like. Describe it and explain why you like or dislike it.
- b. Do you like watching TV advertisements in between programmes or do you prefer to switch channels? Why?

OPTION: