

What's the Context?

*In the context, which is the best alternative sentence or expression to fit in the gap?
Mark your choice by writing one of the letters A, B, C or D in the boxes below.
Read the whole text through before you decide.*

1 Fighting Disease

For the first time a vaccine against malaria has shown that it can save children from infection or death. _____. It protected children from catching the disease only about 30 percent of the time and prevented it from becoming life-threatening only about 58 percent of the time. But because malaria kills more than a million people a year, 700,000 of them children, even partial protection would be a public health victory. The disease is found in 90 countries, and drug-resistant strains are spreading.

- A Two thirds of the inoculated children never caught the disease.
- B The vaccine was hardly perfect, yet the findings are significant.
- C Malaria is endemic in rural areas in southern Africa.
- D Researchers say vaccination is not an advisable solution.

2 Global TV

Media giant Rupert Murdoch has lately become a disciple of localisation. When he bought StarTV in 1993, the plan was to use his Fox films and TV programmes to fill a pan-Asian channel. But it was not until Star hired local producers to make soaps, comedies and game shows for customised channels, in languages from Hindi to Mandarin, that the business began to prosper. _____. It recently launched a local version in Scandinavia, mixing familiar Disney characters such as Winnie-the-Pooh with local favourites such as Pippi Longstocking. In Britain, over half of the output of Playhouse Disney is now British-made.

- A Familiar American shows appeared on prime-time TV.
- B From the very beginning, Disney was a success in India.
- C Even Disney has adopted a similar strategy.
- D The key to this approach is to get the economics right.

Answers

1 2

3 Languages

All languages are works in progress. But the globalisation of English will revolutionize the language in ways we can only begin to imagine. _____ . You could use a local English-based dialect at home, a national variety at work or school, and international Standard English to talk to foreigners. With native speakers being a shrinking minority of the world's Anglophones, there's a growing sense that students should stop trying to emulate Brighton or Boston English and embrace their own local versions.

- A From now on, everybody will have to study three "Englishes".
- B Speakers of English in Asia use a local English dialect.
- C In the future, there could be a tri-English world.
- D English speakers everywhere use their local dialect.

4 Losing Weight

With obesity much on Americans' minds, an entire industry has sprung up selling diets and diet books, meal replacements and exercise programs, nutritional supplements and Internet-based coaching, all to help people lose weight. But a new study finds little evidence that commercial weight-loss programs are effective in helping people drop excess pounds. Researchers report that _____. Moreover, companies are often unwilling to conduct such studies, arguing that they are in the business of treatment, not research.

- A studies show that people on a strict diet tend to lose weight.
- B almost no rigorous studies have been carried out in this area.
- C they have received grants from the pharmaceutical industry.
- D advertisements for such programs show slim, healthy people.

Answers

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Points

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