

DATOS DEL ASPIRANTE			FIRMA
APELLIDOS:			
Nombre:	D.N.I. N.I.E. o Pasaporte:	Fecha:	

**CONTENIDO DE LA PRUEBA: MÓDULO LENGUA EXTRANJERA PROFESIONAL**

**CALIFICACIÓN : /10**

### **1. ADVERTISING AND HEALTH**

One of the most controversial innovations in American advertising in recent years was the introduction of advertising campaigns in US schools. The idea was first used in Colorado in the 1990s, and has been a focus for argument and controversy ever since.

Of course it all started for a very important reason: money. The school board in District 11 was facing a severe financial crisis. The number of children in school had risen, but they couldn't generate enough money from taxation to pay for education. Something had to be done.

Working with the help of a professional in marketing, the school administrators negotiated contracts with major companies to advertise on school buses, in sports stadiums and inside the schools themselves.

The benefits are obvious: those in favour of the project point to the money that was generated to improve schools, sponsor reading programmes, build resource centres and so on. There's no doubt that school facilities have improved.

However, some people say the price has been too high.

Critics argue that placing advertising in schools, where parents can't control it, is exploiting children. Supporters of the scheme say that children nowadays are exposed to advertising all day anyway. But opponents point out that parents can at least turn off TV commercials. In school, there is no 'off' button and children are obliged to attend school and then forced to look at advertisements as a means of paying for their 'free' education.

But a more major area of concern is the type of products being advertised. The vast majority of school sponsors are producers of hamburgers, pizzas and fizzy drinks. There are very real fears that saving school finances on the one hand is having a devastating effect on children's health on the other. The USA is a country where obesity is a major health problem and a significant cause of illness in adult life. Is it right to increase the influence of fast food producers by letting them play a major part in school life? Many people feel it is not.

**1. Read the text and decide if the statements are true or false. Justify your answer (no points will be given if your answer is not justified). 2.5 points**

**a. The text explains how advertising became a part of US school life as a way of increasing choices for children.....T / F**

b. Parents were involved in the negotiations with advertisers.....T / F

c. The adverts were shown on school buses, in sports grounds and in the school.....T / F

d. A large percentage of advertising in schools is for junk food. ....T / F

e. Critics worry that the advertising campaigns could have dangerous long term consequences for students. ....T / F

**2.- In your own words , answer the questions about the text. (2 points)**

a. In what ways could the campaign be considered positive?

b. What are the two main arguments about the scheme?

**3. GRAMMAR: Complete the gaps with the correct tense of the verbs in brackets. (2.5 POINTS)**

a.- The weather\_\_\_\_\_ good last week (TO BE)

b.-Tom\_\_\_\_\_ a shower every morning. (TO HAVE)

c.. How \_\_\_\_\_ the accident\_\_\_\_\_? I don't know. I didn't see it. (TO HAPPEN).

d.-What \_\_\_\_\_ you \_\_\_\_\_ at 11.30 yesterday? (TO DO)

e.-\_\_\_\_\_ you ever \_\_\_\_\_NY? (TO VISIT)

**4. WRITING (80-90 WORDS)** Write about the social problems and challenges social workers and caregivers face nowadays, where you would like to work as a social integrator and why, how you can help to deal with the most important social issues. If possible write about your own personal experience. (3 POINTS).