

II. Written Essay

In May 2018, the consulting company, Cambridge Analytica, was closed down as a result of a data scandal involving Facebook in which the personal data in 87 million Facebook accounts were accessed illicitly. Cambridge Analytica provided data analysis services for Donald Trump's presidential campaign and also for a UK organisation campaigning to leave the EU.

Investigative journalist Carole Cadwalladr believes that social media and technology are being used "to break 100 years of liberal democracy", but is this really possible? An online discussion group has been set up for teenagers to express their opinion. Write a post of 175-200 words addressing the question below, paying particular attention to the following criteria:

- appropriate tone and style
- clearly organised and expressed ideas
- correct use of grammar
- correct spelling and punctuation
- correct use of vocabulary

Plan and organise your essay (use the rough paper provided). Write your definitive version **in the space below**, then read it carefully and make corrections if necessary.

Does social media really influence the way we vote?

ENGLISH ENTRANCE EXAM: JUNE 15, 2019

Time allowed for this exam: 3 Hours

Before starting, please read the following carefully:

- ☞ All mobile phones must be turned off
- ☞ No internet devices are permitted.
- ☞ There are three parts to this exam:
 - I. Resum en català / Resumen en Castellano (50%)
 - II. Language Work (25%)
 - III. Written Essay (25%)
- ☞ Write all your answers in this exam booklet. Use the spaces provided.
- ☞ All rough paper will be collected after the exam.

POLITE WARNING!

ANY TALKING, COPYING OR USE OF NON-AUTHORISED DEVICES DURING THE EXAM WILL MEAN AUTOMATIC AND IMMEDIATE DISQUALIFICATION

I. Resum en català / Resumen en castellano (50%)

II. Language Work (25%)

III. Written Essay (25%)

Great food, but what about the noise?

1 Some friends have asked me to find a quiet restaurant for dinner. Until recently this would have been a challenge, given that I live in probably one of the noisiest cities in the world. Although I've never been there before, I'm confident that a small joint called May Fair Kitchen will fit the bill. Why?

5 Because last year I set up an app called Soundprint, which allows users to search for restaurants conducive to conversation – and, in turn, asks them to record decibel (dB) levels in other establishments (the app comes with a meter). It has had more than 60,000 submissions and May Fair Kitchen has been measured four times by app users, averaging 74dB, a “moderate” level that is great for conversation. It looks like a good choice since I suffer from a permanent hearing loss.

10 The dB levels at many restaurants far exceed this. The average sound level recorded in UK restaurants on Soundprint, taken between 6pm and 9pm, is 79dB, but I'm sure many of those are above 80, and I'm certain some are over 85, which is really loud for a comfortable conversation.

15 In 2017, the UK charity Action on Hearing Loss (AoHL) found that noise levels in some well-known chains, such as Patisserie Valerie, topped 90dB on busy evenings. That's the equivalent of munching next to a motorbike. The knock-on effects are clear. According to AoHL, 79% of people, both with and without hearing loss, experienced difficulty holding a conversation while eating out. Eight out of 10 reported having left a restaurant, cafe or pub early because of the noise. Ninety-one per cent said they wouldn't return to venues where noise levels were too high, and 43% opted for a takeaway instead of going out and decibel-dodging.

20 It hasn't always been this way though. According to AoHL director Roger Wicks: “Based on what restaurant patrons have been telling us in recent years, restaurants have certainly got louder.” So why are they so loud? Restaurant critic, Jay Rayner claims it's because the restaurant trade is “a young person's game”. Due to the Lombard effect, which means that noise breeds noise, even limited background music can lead to shouted exchanges as speakers raise their voices in order to be heard.

25 Modern restaurant designers aren't helping either. Bare brick, naked light bulbs and high ceilings are in fashion, as opposed to soft, sound-deadening surfaces. Ageism also plays a part in restaurant designs: young people are “better customers” than older people because they drink at the bar before being seated, they eat faster and they like background music. On top of that, they tend to yell, so why bother creating spaces which people over 30 can enjoy?

30 What can be done to bring volume levels down? Oscar Acoustics is a company which installs acoustic paint finishes. The level of sound absorption depends on the thickness of the spray-painted layers, which means that you can tailor the noise reduction to individual environments by spraying fewer or more layers until you have the desired balance. But this comes with a price. Stefano Meloni is the senior manager of Tozi in central London, where the high ceilings and bare walls provoked food critic Rayner to write: “The food is wonderful, but if you are one of those with hearing issues, Tozi will not make you happy.” He has since made use of acoustic paint finishes and installed sound-dampening panels installed on the ceiling and walls.

35 For smaller restaurants the cost of these services and materials is beyond their reach, however, there are cheaper fixes. Restaurants could provide quiet areas, sectioned off from the kitchen and rowdy speakers. Wherever possible, soft furnishings and decorations which absorb the sound can be strategically placed.

40 Yet few restaurants seem to take noise seriously, even though noisy venues also have an impact on their staff working four or five-hour shifts wading between tables of deafening diners. Many restaurateurs interviewed believe that noise equals “everybody is having fun”, but this notion needs to be challenged. According to Stefano Meloni, “Noise doesn't create the atmosphere. The atmosphere is created by the waiters and the managers.”

45 And what can diners do? For a start, we can complain when we find ourselves somewhere unacceptably noisy. If you feel embarrassed, take heart. Recently in a burger restaurant, I was emboldened to ask for the music to be turned down. Granted it was only changed a smidge, but we were offered a quieter table and served a complementary glass of wine. People are increasingly using social media to feedback, too: TripAdvisor and OpenTable have become powerful weapons.

50 This is where data from apps such as Soundprint comes in. Users of these apps will see that more and more people feel empowered to let the venue managers know that, while the food is great, they need to do something about the noise. The more data on just how loud these places are, the easier it will be to make restaurants prick up their ears.

I. Language Work

Explain briefly in English the meaning of the following words / phrases according to the context in which they appear in this article – use the space provided (4 points)

Example:

- *deafening* (l. 41) = so loud you can't hear anything else

1. fit the bill (l. 4)

2. topped (l. 15)

3. munching (l. 15)

4. prick up their ears (l.s. 52-55)

Find a synonym (word or phrase) in the text for the following, which has the same grammatical function (noun, adjective, adverb, verb etc.) (4 points):

Example:

- *slightly* = a smidge (l. 46)

1. clients:

2. generates:

3. furthermore / in addition:

4. solutions:

What do the following words / phrases refer to? (2 points)

Example:

- *this* (l. 33) = refers back to the “spray-painted acoustic treatment

1. there (l. 3)

2. this (l. 11)

Etiqueta: _____

Resumiu en **català** el contingut de l'article (aprox. 250 paraules).

La versió definitiva en net del resum en català l'heu d'escriure en aquest full.

Etiqueta: _____

Resumid en **castellano** el contenido del artículo (aprox. 250 palabras).

Escribid la versión definitiva en limpio del resumen en castellano en esta hoja.