INSTRUCCIONES GENERALES
- El tiempo máximo para la realización de esta prueba será de 90 minutos.
- Las respuestas en blanco no contabilizan.
- Indicar las respuestas en la plantilla adjunta.
- La puntuación total es de 50 puntos. Cada pregunta tiene indicada su puntuación.

SECTION A (10 points: 2 points each) Read the following text carefully and answer the questions below.

1. These days, more and more chefs are becoming concerned (obsessed, even) by how their food photographs. And not only for the pictures that will adorn the pages of their next cookbook. As one restaurant consultant put it: “I’m sure some restaurants are preparing food now that is going to look good on Instagram.”

2. Some have been struggling with how to deal with the trend for diners sharing meals on social media. Much publicised responses include everything from limiting diners’ opportunities to photograph the food during the meal through to banning photography inside the restaurant. It would, however, seem as though the chefs have now, mostly, embraced the trend, acknowledging that it is all part of “the experience”. As Alain Ducasse, at London’s three-Michelin-starred Dorchester Hotel says: “Cuisine is a feast for the eyes, and I understand that our guests wish to share these instants of emotion through social media.”

3. There is a sense in which the visual appeal of the meal has become an end in itself. Researchers and food companies have begun to establish which tricks and techniques work best in terms of increasing the eye-appeal of a dish, including, for instance, showing food, especially protein, in motion (even if it is just implied motion) to attract the viewer’s attention and convey freshness.

4. What do you get if you show protein (eg, oozing egg yolk) in motion? Answer: yolk-porn. I came across an example recently in a London tube station. There were video advertising screens along the wall as I ascended the escalator. All I could see, out of the corner of my eye, was a steaming slice of lasagne being lifted slowly from a dish, dripping with hot melted cheese, on screen after screen. As the marketers know only too well, such “protein in motion” shots are attention-grabbing; our eyes (or rather our brains) find them almost irresistible. Images of food (or more specifically, energy-dense foods) capture our visual awareness, as does anything that moves. “Protein in motion” is therefore precisely the kind of energetic food stimulus that our brains have evolved to detect, track and concentrate on visually.
Marks & Spencer has acquired something of a reputation for food porn with its highly stylised and gorgeously presented advertising. Look closely and you will find plenty of protein in motion. Its most famous ad, from 2005, was for a chocolate pudding with an extravagant melting centre. A sultry voiceover came out with the – now much parodied – line: “This is not just chocolate pudding, this is a Marks & Spencer chocolate pudding.” Sales skyrocketed by around 3,500%. In M&S’s 2014 campaign, all of the food was shown in motion. In fact, one of the most widely commented on images was of a scotch egg being sliced in half, with the yolk oozing out.

Food in motion also looks more desirable, in part because it is perceived to be fresher. Studies by food psychology researcher Brian Wansink and his colleagues at Cornell University show that we rate a picture of a glass of orange juice as significantly more appealing when juice can be seen being poured into the glass than when the image is of a glass that has already been filled. Both are static images but one implies motion. That is enough to increase its appeal. (For those of you at home, who may not be able to guarantee that your food moves, another strategy is simply to leave the leaves and/or stems on fruit and vegetables, to help cue freshness.)

One of the strangest trends relating to food porn that I have come across in recent years is called mukbang. A growing number of South Koreans are using their mobile phones and laptops to watch other people consuming and talking about eating food online. Millions of viewers engage in this voyeuristic habit, which first appeared back in 2011. Interestingly, the stars are not top chefs, TV personalities or restaurateurs but rather regular “online eaters”. One can think of this as yet another example of food in motion; it’s just that the person interacting with the food happens to be more visible than in many examples of dynamic food advertising in the west, where all you see is the food moving. I also get the sense, though, that some people who eat alone are tuning in for a dose of mukbang at mealtimes to get some virtual company.

Food imagery is most visually appealing when the viewer’s brain finds it easy to simulate the act of eating, for example, when the food is seen from a first-person perspective. This is rated more highly than viewing food from a third-person view (as is typically the case with mukbang).

Marketers, at least the smarter ones, know only too well that we will rate what we see in food advertisements more highly if it’s easier to mentally simulate the act of eating that which we see. Imagine a packet of soup with a bowl of soup on the front of the packaging. Adding a spoon approaching the bowl from the right will result in people being around 15% more willing to buy the product than if the spoon approaches from the left. That’s because most of us are right-handed, and so we normally see ourselves holding a spoon in our right hand. Simply showing what looks like a right-handed person’s spoon approaching the soup makes it easier for our brains to imagine eating. Now, for all those lefties out there saying, “What about me?” – it
may not be too long before the food ads on your mobile device might be reversed to show the
left-handed perspective. The idea is that this will help maximise the adverts’ appeal (assuming,
that is, that your technology can figure out your handedness implicitly).

Our brains have evolved to find sources of nutrition in food-scarce environments. Unfortunately, we are surrounded by more images of energy-dense, high-fat foods than ever before. While there is an increasing desire to view images of food, not to mention take pictures of it, and more is now known about what aspects of these images attract us, we should, I think, be concerned about just what consequences such exposure is having on us all. I am increasingly concerned that all this viewing of images of unhealthy energy-dense foods may be encouraging us to eat more than we realise and nudging us all towards unhealthier food behaviours.

Describing desirable images of food as gastroporn, or food porn, is undoubtedly pejorative. However, I am convinced that the link with actual pornography is more appropriate than we think. So perhaps we really should be thinking about moving those food magazines bursting with images of highly calorific and unhealthy food up on to the newsagents’ top shelf. Or preventing cookery shows from being aired on TV before kids’ bedtime. While such suggestions are, of course, a little tongue in cheek, there is a very serious issue here. The explosion of mobile technologies means that we are all being exposed to more images of food than ever before, presented with foods that have been designed to look good, or photograph well, more than for their taste or balanced nutritional content.

1. According to the text, most chefs today
   A are not dealing well with the trend of sharing meals on social media.
   B accept the fact that people share information about meals on social media.
   C are limiting or banning the sharing of meals on social media.

2. “Protein in motion” refers to
   A an advertising technique that shows all food sliding from a plate.
   B an advertising technique that creates the sensation of freshness.
   C a widely commented technique first used by Marks & Spencer in 2005.

3. The term mukbang is used to describe a trend that
   A involves South Korean “online eaters” eating and discussing food online.
   B was set up for South Koreans who eat and alone and would like some company.
   C started in 2011 among top chefs and TV personalities in South Korea.
4. According to the text, people rate food high when
   A they see a spoon on the front of the packaging.
   B they imagine they have a spoon in their right hand.
   C they see advertisements that make imagining eating easier.

5. The writer of the article is concerned that our exposure to images of high-fat foods
   A will make our unhealthy food behaviours more likely.
   B will increase the link between food and actual pornography.
   C will make it difficult for children to be able to watch TV.

Section B (10 points: 2 points each) Choose the option which best rephrases each sentence.
Think about meaning and grammar.

1. One way to be able to afford a summer trip is to save some money every month.
   a. One way to afford a summer trip is to set along some money every month.
   b. One way to afford a summer trip is to set up some money every month.
   c. One way to afford a summer trip is to set aside some money every month.

2. According to Trump, Global Warming is a fabrication by the Chinese.
   a. Trump claims that Global Warming is a fabrication by the Chinese.
   b. Trump’s claim about Global Warming was fabricated by the Chinese.
   c. Trump has claimed against the Chinese fabrication of Global Warming.

3. As they had such a late lunch, they barely touched any of the dinner.
   a. They hardly ate any of the dinner as they had had such a late lunch.
   b. They hardly ate any lunch, so they ate all of the dinner.
   c. As they ate a late lunch, they hardly had time for dinner.

4. Although most of his friends were in favor, he decided not to take the job.
   a. In spite his friends’ being in favor, he did not take the job.
   b. Despite his friends’ approval, he chose to not accept the job.
   c. Despite his friend’s favors, he decided not to take the job.

5. Without your help, I wouldn’t have passed the exam.
   a. If it hadn’t been for your help, I wouldn’t have passed the exam.
   b. If you hadn’t helped, I would have passed the exam.
   c. If you had been there to help, I would have passed the exam.
SECTION C (10 points: 2 points each) Fill in the blanks with the correct form of the words in brackets.

Google Translate is getting brainier. The online translation tool recently started using a neural network to translate between some of its most popular languages – and the system is now so clever it can do this for language pairs on which it has not been explicitly _______ (1 train). To do this, it seems to have created its own artificial language. Traditional machine-translation systems _______ (2 break) sentences into words and phrases, and translate each individually.

In September, Google Translate unveiled a new system that uses a neural network to work on entire sentences at once, giving it more context to figure out the best translation. This system is now in action for eight of the most common language pairs on which Google Translate works. Although neural machine-translation systems are fast _______ (3 become) popular, most only work on a single pair of languages, so different systems are needed to translate between others. With a little tinkering, however, Google has extended its system so that it can handle multiple pairs – and it can translate between two languages when it hasn’t been directly trained to do so.

For example, if the neural network has been taught to translate between English and Japanese, and English and Korean, it can also translate between Japanese and Korean without first going through English. This capability may enable Google to quickly scale the system to translate between a large number of languages.

“This is a big advance,” says Kyunghyun Cho at New York University. His team and another group at Karlsruhe Institute of Technology in Germany have independently published similar _______ (4 study) working towards neural translation systems that can handle multiple language combinations.

Google’s researchers think their system achieves this breakthrough by finding a common ground whereby sentences with the same meaning _______ (5 represent) in similar ways regardless of language – which they say is an example of an “interlingua”. In a sense, that means it has created a new common language, albeit one that’s specific to the task of translation and not readable or usable for humans.
SECTION D (10 points: 2 points each) Choose the option which best completes each sentence.

1. Many of our ______________ items are manufactured in China.
   a) homely           b) domesticated     c) commonly       d) household

2. They couldn’t ______________ the street signs due to the fog.
   a) make around       b) make out           c) fathom             d) mark off

3. The doctor ___________ him to quit smoking as his blood pressure was quite high.
   a) promised          b) demanded         c) animated           d) urged

4. Her daily schedule is incredibly ____________, she barely has time for lunch.
   a) hectic            b) harassed           c) hysterical        d) harmful

5. I need to __________ my passport before my trip in September.
   a) review            b) renovate           c) renew             d) relocate

SECTION E (10 points: 1 point each) Fill each of the blanks in the passage with ONE suitable word. Write Ø if no word is necessary.

For many parents, the thought of ___________ (1) their children walk to school alone is source of much angst. But the Spanish city of Pontevedra has decided to advocate giving children their space.

Launched in 2010, the "Road to School" programme has been taken up by seven establishments in the northwestern city which believe that far from being in danger, children as young as six actually thrive going to school without adults, developing strong self-confidence.

Dragging their wheeled schoolbags across a pedestrian crossing, brothers Pablo and Jorge Pazos, 8 and 10, are just one example of an initiative based on ___________ (2) by Italian educational psychologist Francesco Tonucci, who believes in giving kids autonomy.

"We talk about our stuff, our games, nothing important but things that adults don't really understand," says Pablo, 8. "It's not necessary for adults to be with us all the time," he adds politely. "They bother us a little, they talk all the time, ask 'how is school?'" Pablo prefers
wandering around his____________ (3), buying bread before going home and "sometimes, being a little silly, like the other day when we hid behind a tree to scare a friend."

According to city statistics, 25 percent of students aged six to 12 from the seven establishments who encourage the initiative walked to school alone last year. They are registered as such, and if they don't arrive at school as usual, staff call their parents. In some cases, adults stand at the most dangerous road crossings to help children across, but otherwise, they are on their ____________ (4).

Tonucci, now 76, has long advocated letting children develop without ____________ (5) amounts of adult interference as part of Italy's National Research Council. "When I was a kid, we played in the streets, where we would discover the world," he tells AFP in Pontevedra, an 83,000-strong city in Galicia. "Now, we have to rebuild this normality." His ideas have inspired some 20 cities in Spain, as well as schools in Italy, Latin America, Turkey and Lebanon.

Adamantly against "computer games made to keep children at home for a long time," Tonucci tells parents to let them out and "invent their own games". "It feels like a form of abandon but it's a ____________ (6) of loving them: I leave you alone because I trust you." He believes that "the presence of an adult deprives children of surprise, of discovering things on their own, of risk-taking, which is an essential part of playing."

Pilar Lores, principal at one of the schools that has adopted his ideas, says the act of letting children walk alone builds their ____________ (7). "They have to look after one another, they also arrive more awake, fresher, and hyperactive or fidgety children are calmer because they have released their adrenalin," she says.

Tonucci, meanwhile, has a ____________ (8) for every parent's anxious queries. "The desire for transgression increases in children who cannot be a little naughty when they need to, and explodes in teenage years in a much more dangerous manner," he says.

In Italy, he estimates that only around seven percent of six- to 11-year-olds go to school alone, and ____________ (9) the media for creating panic, particularly "with television programmes that analyse the most horrible crimes committed on children."

But after years of research, Tonucci says sexual abuse, for instance, is often committed by people close to the children, and not by strangers in the street. Paradoxically, accidents also often happen when an adult is present.
Miguel Anxo Fernandez, who has been mayor of Pontevedra for 17 years, is a fan of Tonucci's ideas -- so much so that he had one of his books translated into Galician, the regional dialect. Generally speaking, he has been a strong advocate of centering the city around its people -- adults and children -- reducing car traffic and creating more pedestrian and cycling areas.

This earned Pontevedra a UN Habitat prize in 2015, which __________ (10) to reward individuals or institutions for improving living conditions in urban centres.