

OAJ, 22. ročník, krajské kolo 2011/2012, kategória 2B

GRAMMAR – 15 pts

1. the
2. on
3. through
4. is
5. about/on
6. that
7. instead
8. which/that
9. using/with
10. what
11. away
12. telling you the truth
13. Having left
14. was surprised that/when
15. a sudden, loud applause

VOCABULARY – 10pts

1. knob
2. decay
3. fire
4. burst
5. tasteless
6. journalistic
7. sentimentality
8. separation
9. intrusions
10. constitutional

READING – 10pts

- | | |
|------|-------|
| 4. A | 7. b) |
| 6. B | 8. c) |
| 2. C | 9. b) |
| x D | 10.d) |
| 1. E | |
| 3. F | |
| 5. G | |

LISTENING – 5pts (.5pt for each correct answer; .5pt for each correct spelling)

1. visual
2. design
3. filmed
4. mapping
5. textures

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LISTENING TAPESCRIPT (please read twice)

DESIGN AND MARKETING

INTERVIEWER: Welcome to the world of visual planning. I'm in the offices of a London design firm, where design consultant John/Jane Miles has just finished consulting a session with a group of women on the subject of cleaning products. John/Jane, tell me exactly what it is that you've been doing.

JOHN/JANE: Yes, well, visual planning usually unites a designer with a manufacturer to construct an appropriate image for a product. But in the age of the focus group, when collecting opinions from members of the public at sessions with small groups is almost an industry in itself, the process has been short-circuited. Today, shoppers are being asked to design the perfect product themselves. In the three-hour brainstorming session I've just done, a dozen housewives and working mothers were asked to change the way household products are packaged and sold.

INTERVIEWER: Is there anything about cleaning products that poses particular problems when it comes to selling them?

JOHN/JANE: Research has exposed the world of soaps, bleaches and powders to be a confusing mass, covered in brightly coloured packaging, so often unintelligible. Despite enormous annual advertising budgets, the congested market is failing to bloom as healthily as manufacturers might wish. To arrest the crisis, my firm has been called in. Firstly, we filmed shoppers being confused over washing powders. Stage two was the focus group I've just run.

INTERVIEWER: Tell me about what kind of things you did in this session.

JOHN/JANE: Well, for example, at the back of the room, scores of products were on display. The women were asked to put them into groups – what we call a *brand-mapping* exercise – and select any favourites. Many of the brands evoked complaints like: “The products don't say clearly what they do”, or “I don't want all this science”, or “I don't understand the difference between concentrated and non-concentrated products”.

INTERVIEWER: So, having got their views, what was the next step?

JOHN/JANE: Then I asked them to imagine how they would want a product to make them feel. I split the women into three groups and got them to tear up magazines and fabric samples, forming giant collages on boards to represent the colours, textures and images of their ideal cleaning goods. And the finished boards – a mass of soft lilacs, fruit and flowers and images of homely comfort – represented a dramatic shift from the way these goods are normally presented.

INTERVIEWER: So, what have you concluded?

JOHN/JANE: I've concluded that, as I suspected, the missing ingredient when it comes to the marketing of cleaning goods is emotion. Research already shows that it is not an enjoyable sector for shoppers. The accepted belief is that when people buy detergents, there is a low emotional involvement. But our research shows they want to have more fun, they want products to be about their lifestyle. It is my belief that the visual dimension is vital. Research shows that 73 % of purchase decisions are made in the store. But no one is really considering the consumer's emotional needs. That's why, in this session, I asked them to express what they feel in a visual sense and create three perfect brands. People don't want all this industrial language any more.

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ROLE – PLAY

TEACHER

You are going to be interviewed for a local radio programme called *Meet the People*. The theme of this particular programme is achievements and turning points in somebody's life. The interviewer will be your student who invited you, as an English teacher, to be the guest. Try to be honest and sincere to make the show attractive for listeners, but only answer the questions that are given. Do not give extra information unless asked.



Kategória 2B – Olympiáda v anglickom jazyku – krajské kolo 2011/2012

ROLE – PLAY

STUDENT

Meet the People is a weekly programme on local radio in which ordinary people are interviewed about their lives and opinions. You have been invited to be an interviewer for the next programme. The theme is achievements and turning points in somebody's life. You have decided to invite your English teacher as your guest. Try to make the interview authentic and lively by coming up with interesting and personal questions.

You start: *Thank you for coming.*

PICTURE STORY

Come up with a story based on ONE of the following pictures. The story you make up must be entitled 'Helpful Robots'.



Picture 1 (Note: You may use the following information but you do not have to. The robot above is used in autism therapy.)



Picture 2

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Autori: PhDr. Eva Žitná, PhDr. Zuzana Vépyová, PhD.

Recenzent: Mgr. Anna Brisudová

Korektor: Lyn Steyne

Olympiáda v anglickom jazyku

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