

R O L E P L A Y

TEACHER

You are the director of a leisure centre in one of the remote districts of your city / town. You want to make the centre more attractive to visitors, possibly to those from other districts as well, so you have employed a project manager to work out and implement an action plan. When you hear the proposal, you feel that it might work perfectly, but some of the activities seem to put too much pressure on the budget, which is already tight as it is. To reach a beneficial agreement, you might have to make some compromises.

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R O L E P L A Y

STUDENT

You have been employed as a project manager for a leisure centre in one of the remote districts of your city / town. Your task is to attract more visitors to the centre, possibly from other districts as well. You have developed an action plan and are here to discuss it with the director. You are enthusiastic about the activities you have planned and you will do your best to see them approved. However, you sense that the centre's budget might work as an impediment. To reach a beneficial agreement, you might have to make some compromises.

Olympiáda v anglickom jazyku, 26. ročník, celoštátne kolo 2015/2015, kategória 2C1
– riešenia a úlohy

PICTURE DESCRIPTION

Compare and contrast the pictures, describe what the people are doing and how they might be feeling. State the similarities and the differences.



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LISTENING – TAPESCRIP (please play one time only)

Ever since a company named Muzak started serenading patrons of hotels and restaurants in the 1930s, piped-in music has been part of the consumer experience. Without the throb of a synthesiser or a guitar's twang, shoppers would sense something missing as they tried on jeans or filled up trolleys. Specialists like Mood Media, which bought Muzak in 2011, devise audio programmes to influence the feel of shops and cater to customers' tastes. The idea is to prolong the time shoppers spend in stores by entertaining them, says Claude Nahon, the firm's international chief. Music by famous artists works better than the generic stuff that people associate with Muzak. The embarrassing brand name was dropped in 2013.

Online shopping is an under-explored area of merchandising musicology. A new study commissioned by eBay, a shopping website, aims to correct that. Some 1,900 participants were asked to simulate online shopping while listening to different sounds. Some results were unsurprising. The noise of roadworks soured shoppers' views of the products on offer. Chirruping birds encouraged sales of barbecues but not blenders or board games.

Sounds associated with quality and luxury seemed to be hazardous for shoppers' wallets. The study found classical music caused them to overestimate the quality of goods on offer and to pay more than they should.

eBay wants consumers to avoid such unhealthy influences when shopping online. It has blended birdsong, dreamy music and the sound of a rolling train—thought to be pleasant but not overly seductive—to help them buy more sensibly. “Classical music does seem to be the way to go” if your only interest is the narrow one of squeezing as much money as possible from your clientele, says the study's author, Patrick Fagan, a lecturer at Goldsmiths, part of the University of London.

Using the classics to set tills ringing may not be an option, but audio architects are thinking up new tricks for brick-and-mortar stores. Mood Media is experimenting with an inaudible “digital tag”, attached to soundtracks, which activates an app on shoppers' phones. The app can tempt them with discounts or provide more information about products.

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ANSWER KEY

GRAMMAR 15 points

1 only	6 since	11 have become
2 as	7 was	12 planned / had planned
3 on	8 except	13 am depriving / deprive
4 with	9 few	14 remains
5 do	10 Once / once	15 have grown up / grew up

VOCABULARY 10 points

1 B	2 A	3 D	4 A	5 C	6 C	7 D
8 A	9 B	10 C				

READING 10 points

1 L	2 N	3 I	4 O	5 M	6 Q	7 J
8 False / E	9 True / D	10 False / B				

LISTENING 5 points

1. prolong 2. roadworks / road works 3. classical 4. sensibly 5. soundtracks

Total Points 40 pts

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Olympiáda v anglickom jazyku – celoštátne kolo

Vydal: IUVENTA – Slovenský inštitút mládeže, Bratislava 2016