

TEST 3

P1: An important language development

1 TRUE	Cuneiform , the world's first known system of handwriting, originated some 6,000 years ago in Sumer in what is now southern Iraq. It was most often inscribed on sized, rectangular clay tablets measuring several centimetres across, although occasionally, larger tablets or cylinders were used. Clay was an excellent medium for writing.
2 FALSE	The word 'cuneiform' actually refers to the marks or signs inscribed in the clay. The original cuneiform signs consisted of a series of lines - triangular, vertical, diagonal and horizontal. Sumerian writers would impress these lines into the wet clay with a stylus
3 TRUE	The word ' cuneiform ' actually refers to the marks or signs inscribed in the clay. The original cuneiform signs consisted of a series of lines - triangular, vertical, diagonal and horizontal. Sumerian writers would impress these lines into the wet clay with a stylus - a long, thin, pointed instrument which looked somewhat like a pen. Oddly, the signs were often almost too small to see with the naked eye .
4 TRUE	Oddly, the signs were often almost too small to see with the naked eye. Cuneiform signs were used for the writing of at least a dozen languages . This is similar to how the Latin alphabet is used today for writing English, French, Spanish and German for example.
5 NOT GIVEN	Cuneiform signs were used for the writing of at least a dozen languages. This is <u>similar to</u> how the Latin alphabet is used today for writing English, French, Spanish and German for example.
6 stones	Before the development of cuneiform, tokens were used by the Sumerians to record certain information. For example, they might take small <u>stones</u> and use them as tokens or representations of something else
7 cloth	. A number of tokens, then, might mean a herd of goat. These tokens might then be placed in a cloth container and provided to a buyer as a receipt for a transaction, perhaps five tokens for five animals.
8 receipt	A number of tokens, then, might mean a herd of goat. These tokens might then be placed in a cloth container and provided to a buyer as a receipt for a transaction , perhaps five tokens for five animals.
9 envelope	By the 4th century BCE, the Sumerians had adapted this

	system to a form of writing. They began putting tokens in a container resembling an <u>envelope</u> , and now made of clay instead of cloth.
10 sheep	Gradually, Sumerians developed symbols for words. When first developed , each symbol looked like the concrete thing it represented . For example, an image which resembled the drawing of a <u>sheep</u> meant just
11 triangles	At this last stage in the evolution of cuneiform, the signs took the form of <u>triangles</u> , which became common cuneiform signs.
12 accounting	However, most linguists and historians agree cuneiform developed primarily as a tool for <u>accounting</u> . Of the cuneiform tablets that have been discovered,
13 paper	a British army officer, Henry Rawlinson , discovered cuneiform inscriptions which had been carved in the surface of rocks in the Behistun mountains in what is present-day Iran. Rawlinson made impressions of the marks on large pieces of <u>paper</u> , as he balanced dangerously on the surrounding rocks.

P2: Children's comprehension of television advertising

14 C	A number of factors have contributed to an unprecedented growth in both the amount and type of advertising directed at children . First and foremost among these are changes in the media environment. In decades past, television programming targeted at children was limited and relegated to time slots unpopular with their parents, such as Saturday mornings (Turow, 1981). Today , the number ...
15 D	Approximately 80% of all advertising targeted at children falls within four product categories: toys, cereals, candies, and fast-food restaurants (Kunkel et al, 1992).
16 G	This type of advertising makes the task of discriminating between program and commercial content particularly difficult for young children (Kunkel, 1988) and is thus restricted in the US by the Federal Communications Commission during children's programs .
17 D	Commercials are highly effective at employing specific features designed to attract children's attention . For example, they use the strategy of introducing unique sound

	effects and rapidly moving images (Greer et al, 1982). The other most common persuasive strategy employed in advertising to children is to associate
18 E	Another common feature of advertising to children is the use of product disclosures such as 'batteries not included' or 'each part sold separately'. Studies make clear that young children do not comprehend the intended meaning of these disclaimers... Rather than informing young viewers about the importance of a nutritious breakfast, this common disclaimer actually leaves many children with the misimpression that cereal alone is sufficient for a meal. This pattern
19 C	The other most common persuasive strategy employed in advertising to children is to associate the product with playfulness and happiness, rather than to provide any actual product-related information (Kunkel et al, 1992).
20 D	First and foremost, among these are changes in the media environment. In decades past, television programming targeted at children was limited and relegated to time slots unpopular with their parents , such as Saturday mornings (Turow, 1981).
21 C	According to another estimate, children aged 14 years and under make \$24 billion in direct purchases and influence \$190 billion in family purchases , underscoring the high stakes involved (McNeal, 1987).
22 F	. Studies make clear that young children do not comprehend the intended meaning of these disclaimers. For example, fewer than one in four kindergarten through second grade children could grasp the meaning of 'some assembly required' in a commercial. In contrast, the use of child-friendly language such as 'you have to put it together' more than doubled the proportion of children who understood the qualifying message (Liebert et al, 1977).
23 scene	Very young children do not recognize that there are two fundamentally different categories of television content: programs and commercials. Most children below the age of 4 or 6 exhibit low awareness of the concept of commercials , frequently explaining them as if they were a scene in the program itself.

24 separators	Although most children's programs indicate that a commercial break is coming (e.g. by saying 'We'll be right back after these messages'), research reveals that these ' separators ' generally do not help
25 host-selling	When an ad includes one of the characters featured in a program, this is known as <u>host-selling</u> . This type of advertising makes the task of discriminating between program and commercial content particularly difficult for young children
26 funnier	Once this confusion diminishes, children first recognize the difference between programs and commercials based on either affective (' commercials are <u>funnier</u> than TV programs ') or perceptual (' commercials are short and programs are long ') cues (Blatt et al, 1972).

Passage 3: A new voyage round the world

27 A	Part travelogue, part historical record of the Caribbean pirates, part scientific treatise, <i>A New Voyage Round the World</i> was William Dampier's account of his twelve-year series of journeys around the globe from 1679 to 1691.
28 C	So groundbreaking was Dampier's account that the writers Swift and Defoe were inspired to create two of the most famous books in the English language, <i>Gulliver's Travels</i> and <i>Robinson Crusoe</i>.
29 B	When he arrived on the western coast of Australia, he promptly elected to leave and head north out of dislike for the cold of more southerly latitudes
30 A	Yet it should be remembered that he was able to endure a never-ending plague of discomforts and ailments in the tropics. And once, wrecked off Ascension Island in the South Atlantic Ocean
31 C	What of his early life , then? Dampier was born in 1651 in Somerset, England, the son of a tenant farmer, George, and his wife Ann. His birthplace, Hymerford House, stands to this day. His parents died before he reached seniority and his guardians apprenticed the young William to a ship's captain, the boy having shown very early inclinations to see the world '. There
32 F	Although Dampier wrote several books, <i>A New Voyage Round</i>

	<i>the World</i> is the most important and it is worth considering just why this text met with such success . Certainly, the book would not have done so well purely on the merits of Dampier's <u>findings regarding meteorology and natural history</u> , even though
33 E	Dampier himself admits in the book's preface that he received help with the writing of the book , and other evidence exists to suggest that he was assisted by an unknown <u>source</u> ...
34 C	But whatever outside assistance he may have had, the book still has certain problems . In particular, his observations about <u>nature</u> are sometimes roughly dropped into the narrative at very odd junctures and these asides can sometimes interrupt the flow of the story . Dampier himself
35 D	Dampier himself kept his observations about nature entirely separate from the main body of his travels, and we should therefore hold <u>James Knapton</u> responsible , as he was <u>in charge of checking and revising Dampier's text</u> , and his publishing company brought the finished book to a wider audience.
36 Not given	has been chronicled in full by numerous biographers , and I refer the reader in particular to Clennell Wilkinson's excellent (and sadly out-of-print) 1929 biography,
37 No	In short, despite wide acclaim for his writing, Dampier was not blessed in the art of wealth accumulation .
38 No	We have then a man of myriad and colourful parts, and perhaps not always the easiest of sailors to get along with because of his arrogance and hot temper . But
39 Not given	But to dwell on these aspects today is to miss the point: it is <i>A New Voyage Round the World</i> that should provide the most illuminating and entertaining of Dampier's legacies . Above all,
40 Yes	Returning briefly to Somerset, a neighbor offered Dampier a position overseeing his plantation in Jamaica , which he ...