

	<b>Pruebas de Acceso a enseñanzas universitarias oficiales de grado Mayores de 25 Castilla y León CONVOCATORIA 2010</b>	<b>LENGUA EXTRANJERA: INGLÉS</b>	<b>EJERCICIO</b>  <b>Nº Páginas: 2</b>
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## OPTION A

### PHYSICAL EDUCATION AIMS FOR ACTIVE LIVES

Common sense would tell us that physically active children may be more likely to become active and healthy adults. In the United States, elementary and middle schools are advised to give students two and a half hours of physical activity a week. High schools should provide about four hours of physical activity each week. The future health of Americans may depend on it.

A recent study reported that life expectancy has fallen or is no longer increasing in some parts of the United States. The situation is worst among poor people in the southern states, and especially women. Public health researchers say it is largely the result of increases in obesity, smoking and high blood pressure.

One problem for P.E. teachers is that schools are under pressure to put more time into academic subjects. Also, parents may agree that children need exercise in school. Yet many parents today still have bad memories of being chosen last for teams because teachers favoured the good athletes in class. But P.E. classes have changed. The goal has moved away from competition and toward personal performance, as a way to build a lifetime of activity.

## QUESTIONS

### 1. Translate the following paragraph into Spanish (4 points):

*A recent study reported that life expectancy has fallen or is no longer increasing in some parts of the United States. The situation is worst among poor people in the southern states, and especially women. Public health researchers say it is largely the result of increases in obesity, smoking and high blood pressure.*

### 2. Read the text and answer the questions. Use your own words. Answers will be assessed from 0 to 1 (2 as a whole).

- a) What should schools provide students?
- b) Why has life expectancy fallen?

### 3. Complete the following sentences. Use the appropriate form of the word in brackets when given. Answers will be assessed from 0 to 0.5 each (4 as a whole).

- a) Most of the ill health we suffer could be \_\_\_\_\_ (1. prevent) if people \_\_\_\_\_ (2. make) more effort to change their life styles.
- b) Because of the obvious risk that people run because of the lack of physical exercise, several campaigns have been set up \_\_\_\_\_ (3) make people aware of the dangers \_\_\_\_\_ (4) a sedentary life.
- c) How can governments help people conserve \_\_\_\_\_ (5) health and avoid premature death? Many of the measures \_\_\_\_\_ (6) need to be taken are primarily a matter of new legislation.
- d) Active living is a concept describing a way of life that \_\_\_\_\_ (7. value) physical activity \_\_\_\_\_ (8) an essential part of daily life.

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## OPTION B

### CONSUMPTION: ENCHANTMENT AND DESIRE

Explanations of consumption are deeply tied to the development of capitalism and the highly debated move from a ‘modern’ society to a ‘post-modern’ society. In relationship to consumption, post-modernity can be defined as a society in which one reality is replaced by many realities.

Nowadays the recognition of consumption as a social and cultural process is closely related to the impact of industrialization on both group and individual identity. During industrialization, food, drink, clothing, and other items were used as social markers, symbols, and signs. The transformation of goods as social markers correlated with expansion of locations of consumption.

A consumer culture depends less on the products themselves but on the ability of producers and marketers to give meanings and ideologies to these products that are successfully received by the consumer. The concept of sign value, defined as the meaning associated with the product or service rather than the actual item, is essential to understand consumption beyond the products themselves. The theory that products possess sign value based not on need but on desire, gives information as to why consumers would be drawn to locations of consumption without consuming a product.

## QUESTIONS

### 1. Translate the following paragraph into Spanish (4 points):

*A consumer culture depends less on the products themselves but on the ability of producers and marketers to give meanings and ideologies to these products that are successfully received by the consumer. The concept of sign value, defined as the meaning associated with the product or service is essential for understanding consumption.*

### 2. Read the text and answer the questions. Use your own words. Answers will be assessed from 0 to 1 (2 as a whole).

- a) What does consumer culture depend on?
- b) What does the author mean by the concept of “sign value”?

### 3. Complete the following sentences. Use the appropriate form of the word in brackets when given. Answers will be assessed from 0 to 0.5 each (4 as a whole).

a) Consumption, in late twentieth-century capitalism, may be seen \_\_\_\_\_ (1) a social and cultural process. Consumers are drawn to buy goods and services \_\_\_\_\_ (2. associate) with fantasy.

b) The consumer can now find and receive nearly any product without \_\_\_\_\_ (3. leave) their home or office. The products are available 24 hours \_\_\_\_\_ (4) day from any location equipped \_\_\_\_\_ (5) a computer, Internet access, and a credit card.

c) While the Internet provides efficiency it lacks the enchantment \_\_\_\_\_ (6. find) within more traditional cathedrals of consumption. The theory that products possess sign value \_\_\_\_\_ (7. add) meaning to the product. But the product \_\_\_\_\_ (8. not base) on need but on desire.