

Teil II (C-Test, 40 Punkte):

Ergänzen Sie die zweite Hälfte der Wörter. Die fehlenden Teile sind (ungefähr) so lang, wie die angegebenen Teile.

Text A:

For thousands of years people produced most of what they needed for themselves. They grew vegetables, hunted for animals and made tools. La_____ they disc_____ that th_____ could ha_____ many mo_____ goods by trad_____. We kn_____ little ab_____ the begi_____ of tra_____. The earl_____ trades beg_____ across des_____ and along coa_____ to foreign coun_____. In th_____ days imp_____ like clo_____, food or exo_____ spices bro_____ diversity people's lives. In those days various cultures had great voyagers who discovered many different countries. **(20P)**

Text B:

The advertising world makes great efforts to target children through different media. Various surv_____ have sho_____ that chil_____ have an incre_____ amount of mo_____ to sp_____. They al_____ influence the purch_____ habits of th_____ parents. Onl_____ advertising i_____ the fast_____ growing med_____ for rea_____ children at sch_____ and at ho_____, which worr_____ parents and tea_____, as th_____ cannot prot_____ them. Unfortunately, children cannot always distinguish between information and advertising, which is why responsible and critical media use has to be learned in the teenage years. **(20P)**

Teil II

Text A:

(For thousands of years people produced most of what they needed for themselves. They grew vegetables, hunted for animals and made tools.)

Later they discovered that they could have many more goods by trading. We know little about the beginnings of trade. The earliest trades began across deserts and along coasts to foreign countries. In those days imports like clothes, food or exotic spices brought diversity to people's lives.

(The British and the Spanish were the great voyagers in those days who discovered many different countries.)

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20P

Text B:

(The advertising world makes great efforts to target children through different media.)

Various surveys have shown that children have an increasing amount of money to spend. They also influence the purchasing habits of their parents. Online advertising is the fastest growing medium for reaching children at school and at home, which worries parents and teachers, as they cannot protect them.

(Unfortunately, children cannot always distinguish between information and advertising, which is why responsible and critical media use has to be learned in the teenage years.)