



**Proves d'accés a cicles formatius de grau superior de formació professional inicial,
d'ensenyaments d'arts plàstiques i disseny, i d'ensenyaments esportius 2011**

Segona llengua estrangera. Anglès Sèrie 2

**SOLUCIONS,
CRITERIS DE CORRECCIÓ
I PUNTUACIÓ**



A. Read the text below and choose the correct answer.

[3 marks: 0.5 for each correct answer]

THE BUSINESS OF LANGUAGES

1 For a while multilingualism has been a key factor in business competitiveness. In an increasing globalised world that looks beyond the idea of English as a lingua franca, serving clients or users in their languages has become an investment in convenience and loyalty.

5 Firms are increasingly aware of the downside to operating in a single language in the world of business. It is a reality that for some years, has come to the attention of the European Commission (EC). In fact, Europe has thrown its support behind linguistic diversity and the EC is the international organisation with the most official languages, some 23 of them. Moreover, it has created a specific post: the Commissioner for Multilingualism.

10 According to a worldwide report by Unesco published only recently, companies that invest in cultural diversity can obtain economic benefits from this investment. One of the first studies to highlight this reality was the 2002 Nuffield report, which confirmed that UK firms that depended too much on English as a lingua franca in their international transactions lost 20% of their business opportunities. At the same time, the learning of
15 languages has become a major challenge for the European Union and thereby refuting the idea that English alone is enough.

Thus, in 2006, the ELAN study concluded that 11% of European small and medium-sized businesses could not exploit commercial opportunities to the full due to their lack of expertise in languages of emerging markets. This fact represents, according to the study,
20 a loss of business worth 325,000 euros per company.

The ELAN study also says that the European firms are missing out on export opportunities because of their lack of linguistic competence and intercultural capacity. According to the CILT report, firms could increase their profits exponentially if they invested more in language learning and adopted a coherent linguistic strategy.

25 What is not in dispute is that languages generate important revenue. In Switzerland, for example, language based profits account for a 12th of the Gross Domestic Product (GDP). The four official languages of this country give a significant competitive advantage value at 46 billion francs (30 billion euros).

In New York an unprecedented initiative is underway. All public institutions in the
30 city offer information in the following seven languages: English, Chinese, Russian, Korean, Italian, French and Creole. Some three million immigrants live in New York and English is no longer the most spoken language there. Moreover, the NY City Council offers a translation service in the 170 languages spoken in the city, among which are Catalan and Basque. Research suggests that North Americans that speak and write Spanish well can
35 earn up to 17,000 dollars more every year. Apart from New York, other major cities around the world have been investigating multilingualism for some time, such as Toronto and a number of Australian cities.

Not only are the languages of the citizens being considered, but also the languages of tourism. Today, tourism has become one of the main industries generating wealth and jobs around the world. In fact, the World Tourism Organisation states that in 2020 there will be 1.6 billion tourists, double the number of people travelling in 2006. Closer to home, the number of international tourists in the Mediterranean area was 300 million in 2008, with estimates predicting a rise to 400 million by 2025. In this context, the fact of speaking languages appears not only as a medium for cultural dialogue but also as a tool for economic development. Some of Barcelona's main hotels already understand this and in 10 years have managed to treble the number of languages in which they offer their services, apart from Catalan, Spanish and English.

Adapted from
Lourdes FEANS. "The business of languages".
Catalonia Today, no. 325

1. According to the writer, in our globalised world
 - a) English is still the only language of business.
 - b) operating in a single language is positive.
 - c) it is worth for businesspeople to communicate in various languages with clients.
 - d) there are 23 official languages.

2. The Unesco
 - a) states that 20% of UK companies use English as lingua franca.
 - b) believes that investing in languages increases benefits for companies.
 - c) is against language learning.
 - d) highlights that Nuffield is the latest report to confirm the reality of multilingualism.

3. The ELAN study suggests that
 - a) small and medium-sized businesses are missing commercial opportunities.
 - b) companies should spend 325,000 euros in language learning strategies.
 - c) European companies have been increasing exports since 2006.
 - d) emerging markets are the key to increase profits.

4. In New York,
 - a) citizens speak seven languages.
 - b) everyone speaks English.
 - c) the Council is ready to offer its services in various languages.
 - d) the Council offers information in 170 languages, except for Catalan and Basque.

5. According to figures,
- a)* the number of tourists will increase in the future.
 - b)* tourism does not generate as many jobs as businesses do.
 - c)* the languages of tourism have doubled since 2006.
 - d)* Catalan, Spanish and English are the languages of international tourists in the Mediterranean area.
6. To sum up, multilingualism
- a)* is difficult to manage in countries such as Switzerland.
 - b)* is expanding because of immigration.
 - c)* in businesses is very expensive.
 - d)* favours cultural dialogue as well as economic growth.

<i>Pregunta</i>	<i>Resposta</i>	<i>Text de referència</i>
1	<i>c</i>	Línies 3 i 4: «serving clients or users in their languages has become an investment in convenience and loyalty».
2	<i>b</i>	Línies 10 i 11: «companies that invest in cultural diversity can obtain economic benefits from this investment».
3	<i>a</i>	Línies 17-19: «European small and medium-sized businesses could not exploit commercial opportunities to the full due to their lack of expertise in languages of emerging markets».
4	<i>c</i>	Línies 29 i 30: «In New York an unprecedented initiative is underway. All public institutions in the city offer information in the following seven languages».
5	<i>a</i>	Línies 40-43: «the World Tourism Organisation states that in 2020 there will be 1.6 billion tourists, double the number of people travelling in 2006. Closer to home, the number of international tourists in the Mediterranean area was 300 million in 2008, with estimates predicting a rise to 400 million by 2025».
6	<i>d</i>	Línies 43-45: «In this context, the fact of speaking languages appears not only as a medium for cultural dialogue but also as a tool for economic development.»

B. Choose the correct words or definitions (*a*, *b*, *c*, or *d*) for the words below as they are used in the text.

[2 marks: 0.5 for each correct answer]

1. post (line 9)

a) office

b) **job**

c) organisation

d) law

2. to highlight (line 12)

a) reject

b) criticize

c) mark

d) **emphasize**

3. to the full due (line 18)

a) slowly

b) quickly

c) **to its maximum**

d) to its minimum

4. estimates (line 43)

a) **approximate
calculations**

b) likes

c) budgets

d) plans

C. Choose ONE of the following topics.

[5 marks]

1. Write, in 80-100 words, a letter of application for a post as a receptionist in a hotel in Barcelona. Explain why you are a suitable candidate and highlight the fact that you speak various languages fluently.
2. Write in 80-100 words, an opinion article on the following topic: "Multilingualism is a key factor in business competitiveness".

Valoreu l'exercici globalment de 0 a 5 punts segons els criteris següents:

5 punts	Molt bon resultat Text coherent, amb cohesió i ben puntuat en el qual s'utilitzen de manera correcta estructures gramaticals complexes i variades. El vocabulari és adequat al registre del text i no es repeteix. Les errades ortogràfiques, lèxiques o gramaticals són minoritàries i no dificulten, en cap cas, la comprensió del text.
4 punts	Bon resultat Text coherent, amb cohesió i ben puntuat en el qual s'utilitzen de manera correcta estructures gramaticals simples però variades. El vocabulari és adequat al registre del text i no es repeteix. Hi ha algunes errades ortogràfiques, lèxiques o gramaticals que no dificulten la comprensió del text.
3 punts	Resultat adequat Text coherent, amb cohesió i ben puntuat en el qual s'utilitzen estructures gramaticals simples i vocabulari senzill però variat i adequat al registre del text. Hi ha errades ortogràfiques, lèxiques o gramaticals que no dificulten la comprensió del text, en la major part dels casos.
2 punts	Resultat inadequat Text poc coherent, amb poca cohesió i manca de puntuació en el qual s'utilitzen estructures gramaticals i un vocabulari pobres i repetitius. Hi ha nombroses errades ortogràfiques, lèxiques o gramaticals que dificulten la comprensió del text.
1 punt	Resultat pobre Text gens coherent, sense cohesió ni puntuació correcta. El text és difícil d'entendre a causa de les nombroses errades ortogràfiques, lèxiques o gramaticals.
0 punts	Mal resultat Text que no s'adequa a l'opció escollida i la comprensió del qual és molt difícil o impossible.

Descompteu 0,5 punts si el text redactat no té la llargària mínima demanada.

