

TAPESCRIPTS

TASK 1: PAGE THREE GIRLS

EXAMPLE: BUILDER. 9”

I love page 3... and I look at page 3 every time I get the paper everyday. It's something that all of us builders love and we can't go without.

Speaker 1: JULIE. 29”

You know, many, many, many young women are getting absolutely sick and tired of this sexism, and in fact there is a Facebook page, ah... *Turn Your Back on Page 3*, set up by some brilliant young feminists and it's already got one thousand three hundred members, you know, in no time and with no effort, and a petition which, you know, was only up for less than 24 hours and it had a hundred signatures. So I would say: join *Turn Your Back on Page 3*. Tell them that we are sick of it, that we do not want to be viewed as sex objects. We want to be viewed as human beings.

Speaker 2: FATHER WITH KIDS. 19”

I don't think it's degrading as such. If a woman wants to do it, then fair enough. I mean they get it paid enough for it, anyway. The only thing is I don't agree with it in a mainline paper.

Personally I've got kids. If I bring the paper home first thing I open up is to see the naked women...so it's not very nice for the underage children.

Speaker 3: MODEL. 19” (I)

You couldn't... You couldn't live from...like...a Sun wage alone really... but it's kind of ... being a page 3 girl you... as a model... you are going to then make a career out of it so it's then up to you to put the hard work in to do the other things to get the commercial contracts, etc.

Speaker 4: ROWAN. 23” (B)

Yes, they are a little bit anachronistic and sexist but I do think that's part of society's interchange, the way the sexes interact. I think it's very, very different to the much more serious questions of sexism for example: do we have a female newspaper editor at the minute? I mean, Rebecca Waiter is now editor in chief. We don't. So to to me, yes... it's it's a little bit odd but not really anything to be concerned about.

Speaker 5: TEEANGE GIRL 15” (E)

I think it's degrading to women because in like the 21st century you can't have topless women in a newspaper. I think it's really like bad, but though men have something to do with it, I think women, they are also say yes to it. And then it's like their choice, but I think it's sexist and misogynist.

TASK 2: THE MINI CAR

Extract 0 (example)

- Simon Garfield: why was the Mini such a revolutionary car of its time?
- Well, as we heard in the advert, it was cheap – for 500 pounds- it was small, which means it didn't consume much fuel, which at the time was very important, because it was born just after the Suez crisis. Therefore there wouldn't be any petrol at all. And it looked terrific, it was, you know, it was a very beautifully designed car as well.

Extract 1:

- And its engine was sideways, which is how you can get more people into it.
- That's right. The designer, Alec Issigonis, he wasn't the first to actually, you know, invent this idea, but he realized this would save a fantastic amount of space, so I think something like 20 % of the car was only taken up by the important things like the engine, and the rest of it was for passengers and their bags.
- He was quite a character, wasn't he, Alec Issigonis?
- Yeah, I know. He was an extraordinary man, really. I mean, he was clearly a brilliant designer, but he wasn't hugely well liked. People called him 'arrogonis', and easy-gone yet. They didn't like the fact that he would say: this is my car, you designed it. Even though they found leaks in it and all sorts of other things he said: that's not my problem, it's your problem.

Extract 2:

- I want to bring in Ian Cummings, who has worked for many years at the Mini plant in Cowley, in Oxford. I think your father worked at the plant too, didn't he, Ian?
- Yes, he did. My father and my mother, and my paternal grandfather worked at the Cowley car factories, as they were called then.
- So what was your earliest memory of the plant?
- Well, when I joined, straight from school, I started in what was called the body plant, it was the old Pressed Steel Fisher plant, and when I walked in there, on the first day of my commercial apprenticeship, they took me on a plant tour and I went down to A Building, now known as Building 50, with the new Mini vehicle assembly all as it is, and when I walked in there, there was a huge machine shop that looked as though it was still set in the 1930s.
- What did your mum say, 'cause your mum worked on the Mini. What did she say about her part in putting Minis together?
- Well, my mum worked in what was called the trim shop, in Cowley Assembly Plant, where she was employed sewing seat covers for the Mini. But the seat

covers in those days I think were made of some plastic material called rexine or something,

and it was not particularly high quality, and it was very difficult to sew, and all was 'teared'. The car was built with cost in mind, and not always the best components.

- I saw the very first Mini to roll off the Cowley Oxford production line last night, and it's an extraordinary simple car. There were two little sort of switches, there was no heater, there was no radio, the original had no seatbelts, so it was all passenger's space, not the safest of cars to drive of course. And I had a look under the hood, and it looked as if –you know I'm not a technical person at all- but it looked like the sort of car that even I could actually fix.

Extract 3:

- Did it become an overnight success, or was there a need for clever marketing along the way to turn it into the icon that it is today?
- It took a long while, I mean we heard the adverts there, and they knew that they had something that was a unique car. They had no idea that it would obviously last 50 years, but it took three or four years for people to get used to it, and Issigonist was very very smart, the designer thought it was interesting for the whole family, so he knew if it was good enough for them, it was gonna be good enough for everyone else, so that's what he did. He drove the Queen around Windsor, and Lord Snowdon became very interested in the great champion, and then what happened in the mid-sixties, it became, you know, a real icon of the swinging sixties.
- Peter Sellers had one, didn't he? And lots of film stars.
- Exactly, and the Beatles as well, and Twiggy...

TASK 3 (CONVOCATORIA ORDINARIA): PONG GAME

Louise Hidalgo takes us back to the early days of the gaming revolution and something called 'pong'.

The year is 1972 and from a garage in California the video game that is to launch a multibillion dollar industry is about to be unveiled to the world.

'In fact it was meant as a training project for one of my engineers, and we kept fiddling with it and doing slight improvements and one of the improvements all of the sudden made the game completely fun, and we said, "Gee, maybe we've got something here".'

The game was pong, basically a simplified video version of table tennis. Nolan Bushnell persuaded a bar and decabbed (?) in Sunny Bell, California, to install pong as an arcade videogame, and that's when he and his co-founder realized that they could be on to something big.

'What was the point when you realized that this was going to be much bigger than you'd ever imagined?'

'The day we opened the cash box it was completely full. In a coin operated game you can almost predict the success one hundred per cent based on how much money people would put into it, and in those days sort of the gold standard was if you could do 20 dollars a day it made a lot of money, and the pong game was earning 35 and 40 dollars, maybe 50 dollars a day some days, and so that was so far above the gold standard that we knew we had a success.'

Two years later Atari developed a home version of 'pong' that could be plugged into the back of the TV. It was the beginning of a gaming revolution. By 1975 'pong' was one of the most sought after presents for Christmas, and its appeal had even crossed the Atlantic.

What was it, do you think, that made Pong so successful?

I think there were 2 or 3 things. I think it was a happy accident in space and time. The game was one which used small muscle coordination, you know, turning of a knob. And the average woman could beat the average man playing Pong. And in bars there started to be kind of this whole sociology built up around the game in which it was OK for a woman to challenge a guy of one of the bar stalls to come and play Pong. Second, there was something mesmerizing about the game. Once you played and won or lost you almost had to play again. And then probably the third thing is that people had never seen anything that they could play, that was that crisp and that controllable, and that understandable, and I think it was vaguely satisfying to them.

By this time Nolan had moved Atari out of the garage unit into an old converted roller-skating rink where they tried to keep up with the demand for Pong.

And, excuse me, for asking but how old were you at that stage?.-28. All the executives of the company were in their late twenties. Most of the employers were in their early twenties.

It was not common to have that happen. Today, you know, ...I feel like I kind of paved the way for Steve Jobs and Bill Gates and Michael Dell. All these guys came after me. But I know no twenty something CEO of a major electronics company before me. It was kind of interesting times.

-And what did your mum think?

Well, when I started this I can remember her saying "Oh Nolan, but you had such a good job!"

Pruebas de certificación 2012. Nivel Avanzado Inglés. Comprensión oral.
Convocatoria ordinaria e incidencias

Of course mums are always about risk and she thought I was quitting a good job for a really risky enterprise, later on she thought it was really cool.

Nolan Bushnell is today seen as one of the founding fathers of the video game industry. The magazine Newsweek named him as one of the fifty men who changed America.

Pong became so popular in the seventies it was said to have caused a coin shortage in America but the quarters needed to play.

And since then the video game industry has gone from strength to strength and last year it was worth forty billion dollars.