PROVA AUDITIVA

A FASHIONABLE LANGUAGE

Introduction

In this interview you are going to hear some new words. Read and listen to them. Make sure you know what they mean.

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catwalk – passarel·la / pasarela
slogan – slogan / eslogan
aim at – adreçar-se a / dirigirse a
influence – influència / influencia

Ready?
Now read the questions slowly before listening to the interview.

QUESTIONS

Choose the best answer according to the recording. Only ONE answer is correct. Look at number 0 as an example.

[0.25 points for each correct answer. Wrong answers will be penalized by deducting 0.08 points. There is no penalty for unanswered questions.]

0. Andrea, the presenter of *Catwalk*, says people learn languages …

A. ☐ for professional reasons only.
B. ☐ because it's fashionable to study them.
C. ☒ for a number of reasons.
D. ☐ so they can buy foreign fashions.

1. English has become fashionable because of …

A. ☐ business and international trade.
B. ☐ information technology.
C. ☐ international phone calls.
D. ☐ politics.

2. On most Spanish websites …

A. ☐ you can't read any English.
B. ☐ you will only find Spanish.
C. ☐ everything is in English.
D. ☐ you will probably see advertising in English.

3. English is used …

A. ☐ mostly in newspaper advertisements.
B. ☐ in all advertisements on Spanish TV.
C. ☐ in advertisements for particular types of products.
D. ☐ in advertisements for products aimed at older adults.

4. Most people in their forties and over …

A. ☐ study English using computers and the internet.
B. ☐ studied French at school.
C. ☐ feel it's impossible to keep up to date.
D. ☐ do a lot of work on computers.

5. The titles of Hollywood films aimed at young people in Spain …

A. ☐ are always translated into Spanish.
B. ☐ were never translated into Spanish 10 or 15 years ago.
C. ☐ are often the same as those in the US.
D. ☐ have different English titles than in the US.

6. Some Spanish rock and pop groups …

A. ☐ sang in English fifteen years ago.
B. ☐ sing all of their songs in English.
C. ☐ weren't successful singing in English.
D. ☐ sing a few of their songs in English.

7. According to Toni Pons, if someone speaks English …

A. ☐ he / she can use the internet.
B. ☐ he / she is very interested in technology.
C. ☐ he / she works in the film, music or fashion industries.
D. ☐ he / she is up to date and fashionable.

8. The presenter suggests that the British …

A. ☐ are bad language learners.
B. ☐ are interested in foreign fashion.
C. ☐ are very unfashionable.
D. ☐ think language learning is cool.

Presenter: Good evening, and welcome to *Catwalk*, the programme that tells you about what's going on in the fashion world. Now, when most people hear the word 'fashion' they think about clothes, design, art and things like that, but according to linguist Toni Pons languages can also be fashionable, or even unfashionable. Can that really be true, Toni?

Toni: It certainly can, Andrea. I've been working in Spain recently and I can tell you that English is in fashion there, as it is in many more countries around the world.

Presenter: But surely people learn languages because they need them for work, to travel or because they're interested in the culture of the country where the language is spoken. You can't say a language is 'fashionable' in those circumstances, can you? That's being practical.

Toni: Indeed it is, Andrea. People learn English because it has been the language of business, international trade and politics for many years now. But it is also the language of information technology, which means computers, tablets, mobile phones and the internet; that is what has made it fashionable.

Presenter: I see. So what you're saying is that by being connected to the internet you're telling the world that you're up to date, and as English is the language of …

Toni: Exactly. As English is the language of the internet, if you speak English you're demonstrating that you're part of the Internet generation, the generation that thinks globally.

Presenter: But there are also millions of web pages in other languages as well as in English. People in Spain email each other in Spanish, Catalan, Basque and Galician, use social networking sites and websites in these languages ...

Toni: … yes, you're right of course, but the presence of English is never far away. Even if you only ever visit Spanish websites, it's hard to avoid the ever-increasing advertising that flashes onto our screens, which is very often in English. In fact, advertising is another area where the use of English is becoming more and more frequent. The slogans used to advertise the brands of many well-known multinationals are in English, especially for clothing, fashion accessories and hi-tech gadgets. Indeed, a number of manufacturers always advertise in English in the Spanish media.

Presenter: It sounds like they are adverts which are aimed at young people. Is English a young person's language in Spain?

Toni: Yes, that definitely seems to be the case, Andrea. People in their forties and over studied French at school, and they often feel they have a lot of work to do if they want keep up to date with the changes that are taking place.

Presenter: In what other areas is the influence of English at work?

Toni: Well, ten or fifteen years ago virtually all Hollywood film titles were translated into Spanish. However, nowadays, many films are promoted with the same title that that they have in the US, and that is especially true of films directed at people in the sixteen to thirty age group. In the last fifteen years, we've also seen a number of successful Spanish rock and pop groups such as Dover and The Sunday Drivers who sing their songs exclusively in English.

Presenter: So what conclusions have you come to?

Toni: Well, if you look at the areas where the use of English is most frequent – the internet, cinema, music and advertising – I think the message is quite clear: somebody who speaks English is a person

who has access to the new technologies and is a person who knows what's happening in the film, music and fashion world. Basically, for many people, and more importantly for many advertisers, it's about being cool.

Presenter: Well Toni, that's certainly been most interesting. Wouldn't it be great if learning languages become cool here in Britain? We British, at least when it comes to languages, are very, very unfashionable!