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Вариант: 1

Part 1

Reading

You are going to read a newspaper article. For questions 1-6, choose the answer (1, 2, 3 or 4) which you think fits best according to the text.

Minitel is dead. Long live le Minitel

France Telecom has just launched its most expensive publicity campaign. It spent 30m francs (\$3.8m) on radio and television ads to promote Minitel, that aged Gallic precursor of the internet. What on earth is it thinking of? In an age of Wap phones and Palm Pilots, an ugly little box with chunky on-screen text could hardly have a future worth such an investment. Surely the French would do better to let Minitel go the way of the dinosaurs?

Minitel is a creature of the 80s and now seems as dated as mullet hairdos and Bananarama. But France Telecom will not let Minitel die. Instead it insists that the system has a bright future: there are 7m Minitel-compatible terminals in France now, and 8.5m will be available to use the relaunched Minitel by 2003. This is thanks to new software that enables Minitel's services to be accessed on PCs and Macs. The result, perhaps inevitably, is called the i-Minitel.

But what exactly is Minitel? When it was first launched in 1982 a Minitel terminal consisted of a small monitor with a keyboard and a telephone link. These little "boxes", as they're still called, were distributed free with normal telephone service by France Telecom. At the time Minitel seemed like the last word in communications technology, and the French were properly proud of it. Minitel was first used as an online Yellow Pages.

In Francois Mitterrand's France of the 80s, Minitel was a symbol of the country's technological virility. As much as the then president's so-called *grands projects* - the Opera Bastille, La Defence, the Biblioteque Nationale and I M Pei's piramide at the Louvre - Minitel showed that France was a thoroughly modern place. It must have been pleasing for French patriots to look across the Channel and witness the failure of Prestel, Britain's long-defunct version of Minitel. You remember Prestel, don't you?

From these beginnings Minitel went from strength to strength. It quickly became linked to other central databanks. It was a newspaper, a mail-order service, a ticket agency, a railway and airline booking office, an online bill-paying service, an encyclopedia, all at once.

Minitel hardware evolved over the years, including a desktop computer version and even a laptop, but all had French keyboards, which to qwerty-fixated Anglo- Saxons was irritating. What's more, it is still operated in the same way as it was back in 1982. The Minitel terminal in the Guardian's Paris office, for instance, has a black monitor and phone receiver, and a keyboard best operated by the fingers of a small child.

By the start of the 90s there were 6.5m Minitel terminals in France, 80% of them in private households. This year there were an estimated 17m Minitel users in France - almost 30% of the population. It seems an incredible success story, particularly when you consider that France Telecom in the 80s was a public corporation acting on behalf of a government that saw Minitel as a means of promoting a particular vision of French social and political interaction.

And it worked: no other country in the world embraced Minitel. It seemed a perfect example of *l'exception francaise*. Yes, it's true that you can access Minitel from the internet, but the point

remains: Minitel showed France thriving outside the globalising tendencies of Anglo-Saxon culture.

Or did it? There is a parallel technological story to that of France's Minitel - that of the rise of the internet, which is at least in part the story of the rise and rise of the English language. Even now only 2% of internet data is in French Minitel, perhaps, could have been a contender to fight back against the internet domination, but it was too nationally defined to do so.

France has been slow to move into the world of the internet, and part of the reason for that is the success of Minitel and the huge investment of national pride in this defiantly French invention. Although the French had been the envy of their neighbours during the 80s because of Minitel, in the following decade for not keeping up with the communications revolution.

At the start of 1999 the number of French Net users was half that of Britain. President Jacques Chirac didn't get his own email address until 1998, and even then he specified that replies to emails would be sent by ordinary post. That said, the French are now adapting to the internet with gusto. In May a survey by the IT consultancy CMG of 250 companies in Britain, France, Germany and the Netherlands showed that France had knocked the UK into second place in the European e-commerce stakes. Suddenly every poster in the Metro is advertising an internet company selling food, wine, books, clothes, bank accounts, holidays or stocks and shares. In this climate Minitel seems doomed.

But that ain't necessarily so. Just as anti-globalisation campaigner Jose Bove tapped into a rich French vein of resentment for many things Anglo-Saxon and for lousy American food in particular when he vandalised a McDonald's restaurant last year, so Minitel need not politely defer to the internet. Just yet. Dominique Lamiche of France Telecom says: "We'll always have people who prefer to buy a train ticket on the Minitel because it's fast and one knows how to manage it. You don't need the internet's animated pictures to buy a simple train ticket."

Indeed, that is one of the things that makes Minitel worth preserving. It is quicker at some things than the internet - booking train or airline tickets especially. But secure payment is Minitel's main advantage. All terminals have a chip to enable electronic payment, and France Telecom guarantees the safety of the network. As a result French people are used to buying goods on the Minitel. In 1998 e-commerce was worth 6bn francs (\$756m), but only 15m francs (\$1.9m) on the internet.

Sceptics suggest the Minitel's relaunch is little more than a stay of execution. But France Telecom isn't ready to pull the plug just yet: Minitel has 18m regular users in France compared with only 7m on the internet. And while it still makes France Telecom a great deal of money. Minitel with rattle on many years to come, derided and outdated, but beloved and very French, like that other unexpected survivor, the 2CV.

1. France Telecom has started a publicity campaign for
 - 1) a new radio station.
 - 2) a modern internet company.
 - 3) an old communications product from the 1980s.
 - 4) its existing telephone services.
2. The Minitel product
 - 1) will be launched for the first time in 2003.
 - 2) first appeared in 1982.
 - 3) is no longer available.
 - 4) was first invented 25 years ago.
3. French people were proud of Minitel because it
 - 1) showed that France was a very modern place.
 - 2) was copied by many other countries.
 - 3) was exported to Britain for millions of dollars.
 - 4) was used by the former president of France, Francois Mitterand.

4. France was slow to start using the internet because
 - 1) of the success of Minitel and national pride in this French invention.
 - 2) of the hardware of Minitel and a desktop computer version.
 - 3) of the perfect example of l'exception française.
 - 4) of the contender to fight back against the internet domination.

5. Minitel has such advantages over the internet:

- 1) France Telecom was a public corporation.
- 2) it's quicker at some things and allows secure payment.
- 3) it's a mail-order service and a ticket agency.
- 4) all terminals have a chip to enable electronic payment.

6. The possible future for Minitel is

- 1) Minitel will continue while it makes a lot of money.
- 2) Minitel will be a public corporation acting for a government
- 3) it will work as an ordinary post.
- 4) Minitel will be a newspaper, a mail-order service and a telephone service.

Part 2

Use of English

For questions 7 – 21 select the most appropriate word (1 – 4) to complete each gap. Mark the correct number on your answer sheet.

THE SEA

What do we know about the sea? We all have seen it. Most of us have swum or played in it. We know that it looks very **7-** when the sun is **8-** on it. We also know that it can be **9-** pretty when it is **10-**. What other things do we know about it? The first thing to **11-** is that the sea is very big. Look at the map of the world. There is less **12-** than sea. The sea **13-** three quarters of the world. The sea is **14-** very deep in some places. There is one **15-** near Japan, where the sea is **16-** 11 kilometres deep! The **17-** mountain in the world is about nine kilometres high. The sea water is very salty. You can **18-** the salt. Some **19-** of the sea are less salty than other ones. In most parts of the sea there are **20-** of fishes and plants. Some live near the **21-** of the sea. Others live deep down. The sea is full of wonders.

- | | | | | |
|----|------------------|--------------|---------------|----------------|
| 7 | 1) pretty | 2) handsome | 3) attractive | 4) elegant |
| 8 | 1) beaming | 2) twinkling | 3) shining | 4) gleaming |
| 9 | 1) fewer | 2) less | 3) smaller | 4) reduced |
| 10 | 1) scratch | 2) rough | 3) crude | 4) severe |
| 11 | 1) recollect | 2) recall | 3) memorise | 4) remember |
| 12 | 1) land | 2) earth | 3) ground | 4) soil |
| 13 | 1) conceals | 2) disguises | 3) covers | 4) curtains |
| 14 | 1) furthermore | 2) also | 3) moreover | 4) besides |
| 15 | 1) spot | 2) mark | 3) stain | 4) blot |
| 16 | 1) practically | 2) close up | 3) almost | 4) nearly |
| 17 | 1) most elevated | 2) highest | 3) loftiest | 4) most raised |
| 18 | 1) taste | 2) sample | 3) test | 4) experience |
| 19 | 1) pieces | 2) segments | 3) parts | 4) elements |
| 20 | 1) abundance | 2) plenty | 3) bounty | 4) fullness |
| 21 | 1) crown | 2) peak | 3) tip | 4) top |

Part 3

Grammar

In the following sentences, one, two or three of the answers may be correct. Choose all the correct answers (1-4) to complete the sentences.

22. Everyone was getting impatient. The trial of the century start in two minutes.

- 1) would to 2) was to 3) was due to 4) was about to**

23. I carried the knife carefully cut myself.

- 1) so as not to 2) so not to 3) not to 4) in order not to**

24. Many managers prepare for meetings.

- 1) don't hardly 2) hardly ever 3) hardly 4) hard**

25. Jennyleave the hospital only six hours after the baby was born.

- 1) could 2) can 3) was able to 4) is able to**

26. Although the girl was clearly in her teens, she appeared

- 1) the child's mother. 2) to be the child's mother. 3) fond of the child. 4) to be capable to take care of the child.**

27. As part of their launch, the new travel company offered

- 1) their first customer a free holiday. 2) a free holiday to their first customer.
3) to their first customer a free holiday. 4) a free holiday their first customer.**

28. We love going to the Greek islands but we try to avoid..... the jet set.

- 1) the ones that attract 2) such that attract 3) those that attract 4) them ones that attract**

29. Adults often like hot, spicy food, whereas

- 1) children usually prefer mild food. 2) children usually prefer mild. 3) children usually prefer mild one. 4) children usually prefer mild foods.**

30. They hated not having selected for the shortlist.

- 1) been 2) be 3) being 4) get**