



ENGLISH B – STANDARD LEVEL – PAPER 1
ANGLAIS B – NIVEAU MOYEN – ÉPREUVE 1
INGLÉS B – NIVEL MEDIO – PRUEBA 1

Wednesday 10 November 2010 (morning)
Mercredi 10 novembre 2010 (matin)
Miércoles 10 de noviembre de 2010 (mañana)

1 h 30 m

TEXT BOOKLET – INSTRUCTIONS TO CANDIDATES

- Do not open this booklet until instructed to do so.
- This booklet contains all of the texts required for Paper 1.
- Answer the questions in the Question and Answer Booklet provided.

LIVRET DE TEXTES – INSTRUCTIONS DESTINÉES AUX CANDIDATS

- N'ouvrez pas ce livret avant d'y être autorisé(e).
- Ce livret contient tous les textes nécessaires à l'Épreuve 1.
- Répondez à toutes les questions dans le livret de questions et réponses fourni.

CUADERNO DE TEXTOS – INSTRUCCIONES PARA LOS ALUMNOS

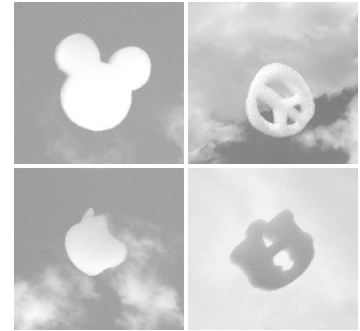
- No abra este cuaderno hasta que se lo autoricen.
- Este cuaderno contiene todos los textos para la Prueba 1.
- Conteste todas las preguntas en el cuaderno de preguntas y respuestas.

TEXT A

Made to Measure!

When one-time magician Francisco Guerra decided to float an idea he really pulled a rabbit out of the hat - a cloud-making machine.

The clouds, or "Flogos" (flying + logos), come in any shape you want - from Mickey Mouse to the Olympic rings. They are made of soap and gases, such as helium, which allow them to fly off and retain their puffy texture.



"They will fly for miles," says Mr Guerra. "They are durable so they last a while."

Depending on the weather and the formula used, the Flogos can last from a few minutes to more than an hour. They can fly up to 48 km (30 miles) away and go as high as 6 km (4 miles) but normally the little clouds level out at about 150m (500 ft).

His machines can pump out your flying logo at a rate of one every 15 seconds. The clouds can be made in 60 cm (2 ft) or 90 cm (3 ft) sizes but a 1.8 m (6 ft) generator is in the pipeline.



Current designs are only available in white and Mr Guerra insists Flogos are environmentally friendly because the soaps that make up the foamy shapes are plant-based.

"Eventually a Flogo just evaporates in the air. It does not pollute the skies," he says.

"They're safer than mass balloon launches where the fragments pollute the environment and are dangerous to wildlife."

The proto-clouds have also been cleared by the authorities of being a hazard to aeroplanes.

Source: <http://www.metro.co.uk/weird/172075-cloud-making-machine-is-sudding-marvellous>
by Miles Erwin (c) Metro.

TEXT C

**THREE-DIMENSIONAL TELEVISION
COMING TO A SCREEN NEAR YOU!**

[- X -]

Television has come a long way since the first fuzzy broadcast from Alexandra Palace more than 70 years ago. With hundreds of channels now on offer and sales of high-definition set-top boxes topping 600 000 in the past 18 months, the next step, the industry says, will be to take the picture into 3D.

Possibilities to come

Sky revealed yesterday that it has developed the technology and infrastructure to transmit 3D images, raising the prospect of sofa-bound sports fans being tricked into ducking as a football bounces out of the screen. This company, one of several global broadcasters testing 3DTV, will continue to develop the technology screens required to handle 3D television. It will, thus, become more readily available and affordable, and programme-makers and broadcasters will film more content in 3D.

[- 17 -]

“We’re just exploring right now,” Brian Lenz, the company’s head of product design and innovation, says. “The next step is going to be to find out whether 3DTV is something people are going to be interested in.” If there is public appetite for this new experience, Sky – which is partly owned by News Corporation, the parent company of *The Times* newspaper – will introduce the service over the next few years and is likely to be the first to offer channels with full 3D coverage.

[- 18 -]

3D film is produced using two cameras that film the action side by side. The new technology allows these two images to be merged and played out simultaneously on the same TV screen. Viewers, who with Sky’s version currently have to wear polarized glasses to view 3D, will see a different image with each eye, tricking the brain into believing that it is seeing a three-dimensional image.

[- 19 -]

Sky says that it will eventually be able to film and broadcast events live in 3D. It has already successfully run an internal test where a small audience watched a recent Ricky Hatton boxing match in 3D. In Japan, where 3D-capable TVs are already available, stations are showing 3D programmes every day.

3DTV's next stage

Broadcasters are [- X -] that studios will start producing more films in 3D. The signs are encouraging. Pixar, the animation [- 24 -] that made *Toy Story* and *The Incredibles*, has [- 25 -] that from next year all [- 26 -] films will be made in 3D. This will be a great step forward for television; who knows what will come next?

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TEXT D

“Cheap eats”: Students try one-dollar-a-day diet for charity

Seniors aim to raise money and awareness of global poverty

For LSA school seniors Alissa Renz and Clare Porter, Thanksgiving will be a scaled-down affair this year.

The students are committed to spending just \$1 a day on food each for the month of November to draw attention to and raise funds for the fight against global poverty.

They are raising money to donate to Millennium Promise, a non-profit organization that works to eradicate global poverty in the next few decades. The students decided not to buy in bulk at the beginning of the month in order to better imitate actual conditions, Porter says. Their food staples have been oatmeal, rice and lentils, plus bananas as a 16-cent “treat”, she says.

Renz says she’s learned how to add flavor to bland meals by adding taco seasoning to rice and wrapping it in a tortilla: an extremely cheap yet filling recipe.

The diet’s lack of nutrition has had physical effects. “I suffered from headaches and fatigue, especially during the first few days,” Renz states. “At the beginning, I wondered – I knew I’d do it, but I wasn’t sure if my life would be a happy thing for a month,” Porter says. “The body can’t digest stuff as easily, so a lot of times after eating I had to go straight to sleep.”

Professor George Thompson, of Duke University, stated that research shows that students, when left on their own, choose the wrong kind of food to eat, like fast food. He adds that students should consult a nutritionalist in order to have the right food balance.

Both students’ bodies have physically adjusted, and both said they feel less hungry in general. They even lost a little weight and their skin cleared up. The most difficult thing, both agree, is the psychological component.

“It’s difficult because food is used as comfort so often,” Porter says. “This really reinforces for me that poverty and hunger are body, mind, spirit, everything. It’s a mental problem if you’re hungry.”

“People say: ‘I’d eat all the food in the world’, but it’d be so sad if that’s what we came away with,” Porter states. “I think I’m just going to really enjoy the flavors and the freshness.”

“I’ve come to realize I can sustain myself on this little,” she says. “It seems unnecessary for my body and unnecessary for my wallet.”

Adapted from the website www.michigandaily.com
(November 2008)