

SỞ GIÁO DỤC VÀ ĐÀO TẠO
QUẢNG TRỊ

ĐỀ THI CHÍNH THỨC

KỶ THI CHỌN HỌC SINH GIỎI VĂN HÓA LỚP 12
VÀ CHỌN ĐỘI TUYỂN DỰ THI QUỐC GIA

Khóa ngày 19 tháng 9 năm 2023

Môn thi: TIẾNG ANH (Vòng 1)

Thời gian làm bài: 180 phút, không kể thời gian phát đề

(Đề thi gồm có 16 trang)

Họ và tên học sinh:		Số báo danh
Ngày sinh:		
Phòng thi số:		
Hội đồng thi:		
Họ, tên và chữ ký GIÁM THỊ 1	Họ, tên và chữ ký GIÁM THỊ 2	Mã phách (Thí sinh không viết vào ô này)

HƯỚNG DẪN THÍ SINH LÀM BÀI:

- Thí sinh làm toàn bộ bài thi trên đề thi theo yêu cầu của từng phần. **Thí sinh phải viết câu trả lời vào phần trả lời được cho sẵn ở mỗi phần (Your answers:)**. Trái với điều này, phần bài làm của thí sinh sẽ không được chấm điểm.
- Đề thi gồm có **16 trang** (không kể trang phách). Thí sinh phải kiểm tra số tờ đề thi trước khi làm bài.
- Phần **NGHE**, mỗi phần thí sinh được nghe 2 lần.
- Thí sinh không được ký tên hoặc dùng bất cứ dấu hiệu gì để đánh dấu bài thi ngoài việc làm bài theo yêu cầu của đề ra. **Không được viết bằng mực đỏ, bút chì, không viết hai thứ mực trên tờ giấy làm bài.** Phần viết hồng, ngoài cách dùng thước để gạch chéo, không được tẩy xóa bằng bất kỳ cách gì khác (kể cả bút xóa màu trắng). Trái với điều này bài thi sẽ bị loại.
- Thí sinh nên làm nháp trước rồi ghi chép cẩn thận vào phần bài làm trên đề thi. Giám thị sẽ không phát giấy làm bài thay thế đề và giấy làm bài do thí sinh làm hồng.
- Giám thị không giải thích gì thêm về đề thi.

ĐIỂM		Họ và tên, chữ ký của CÁN BỘ CHẤM THI	MÃ PHÁCH (Do chủ tịch HĐ phách ghi)
Bảng số:	Bảng chữ:	1. 2.	

PHẦN ĐỀ THI VÀ BÀI LÀM CỦA THÍ SINH

SECTION 1: LISTENING COMPREHENSION (5.0 POINTS)

Part 1. You will hear an interview with a man called Jason Phipps, who is a member of a rock band called Well Kept Secret. Listen and decide whether the following statements are true (T) or false (F). You will listen twice. Write your answers in the corresponding numbered boxes. (1.0 point)

- Jason says that the name of the band started off as a joke.
- Jason thinks the band's new album is good because they were under pressure to do it well.
- When creating the music for a new album, the band members usually all bring their own skills to the job.
- Jason says that the songs on the album all started with some interesting words.
- When asked about live tours, Jason says that the band tends to take the preparation very seriously.

Your answers: (0.2/ea)

1.	2.	3.	4.	5.
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Part 2. You will hear a local radio announcement about a charitable event called *The Cow Parade*. Listen and answer each question with NO MORE THAN THREE WORDS or/and A NUMBER from the recording. You will listen twice. Write your answers in the corresponding numbered boxes. (1.0 point)

- What are the cows at the public art event made of?
- What's the occupation of the creator of the cows?
- How much was the cow called Waga Moo Moo sold in Dublin in 2003?
- What's the name of the charity which helps farmers in poor countries?
- Where will children decorate a cow with thumbnail photos?

Your answers: (0.2/ea)

1.	4.
2.	5.
3.	

Part 3. You will hear an interview with a hypnotist. Listen and choose the best answer A, B, C, or D. You will listen twice. Write your answers in the corresponding numbered boxes. (1.0 point)

1. The interviewer believes that _____.
 - A. hypnosis is a specialized form of entertainment
 - B. hypnosis as a form of entertainment can't be justified
 - C. some entertainers don't use hypnosis in a morally correct manner
 - D. it is unethical to use hypnosis as a form of entertainment
2. One of the things about hypnosis is that it _____.
 - A. allows people to concentrate on one aspect of their lives
 - B. encourages people to be more analytical
 - C. can only work if you are already deeply relaxed
 - D. will help you to sleep deeply after a session
3. In order to be hypnotised _____.
 - A. you need to get written consent
 - B. you must be sober
 - C. you'll probably have to try many different methods
 - D. you may feel as if you are drunk
4. Hypnotherapy _____.
 - A. is not recommended for people with addictions
 - B. can be used to change a person's habits
 - C. is a therapist's most powerful tool
 - D. gives you more control over the way people perceive you
5. During a session, _____.
 - A. people often forget what was said
 - B. people regularly come out of the trance prematurely
 - C. people usually fall asleep for a short amount of time
 - D. people sometimes resist coming out of a trance

Your answers: (0.2/ea)

1.	2.	3.	4.	5.
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Part 4. You will hear part of a talk about why beavers are obsessed with building dams. Complete the notes below, using NO MORE THAN TWO WORDS from the recording for each answer. You will listen twice. Write your answers in the corresponding numbered boxes. (2.0 points)

Beavers and their dams have a significant influence on the regional biological features. In Northern Canada lies the longest dam which can (1) _____ the forest as well as exert a tremendous impact on the environment there.

In Northwestern US, beavers which can stand almost 2 feet tall are the second largest (2) _____. They prevent from predators by building a (3) _____ as a lodge.

For construction sites, beavers choose a (4) _____ stream in wooded areas with soft and (5) _____ floor. They then use vegetation, mud and sturdy sticks chewed from nearby logs to build a bank and spike into the (6) _____. The most preferable shape is concave which can help dams stay more firmly against the strong water currents.

The construction speed depends on the dam's length, the stream's speed, and the number of beavers on the job. A large dam can even be made (7) _____. And if the pond grows, the dam can later be enlarged to block flowing water.

As winter approaches, beavers look for food supply and dam-mates. Beavers start their family in winter so that in summer, their (8) _____ can help restore their dam, gather food, and look after their (9) _____. These young beavers start to mate and find their new house two or three years later, leaving their old dams for (10) _____ or new residents.

Your answers: (0.2/ea)

<https://thanhbk.vn/-thư-viện-đề-thi-và-kiểm-tra>

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

SECTION 2: LEXICO & GRAMMAR (4.0 POINTS)

Part 1. For each sentence, choose one answer A, B, C or D that best fits in each blank. Write your answers in the corresponding numbered boxes. (3.0 points)

- When the company closed down, I was left _____ without a job.
A. high and dry B. blood and flesh C. thick and thin D. life and soul
- Breaking his leg dealt a _____ to his chances of becoming a professional footballer.
A. thump B. strike C. hit D. blow
- There _____ to be serious flaws in the design.
A. claimed B. reported C. were said D. were told
- Do you think you could pull a few _____ for me and get someone at the office to look at my drawings.
A. strings B. chords C. ropes D. wires
- _____ a scholarship, I entered the frightening and unknown territory of private education.
A. To award B. Having been awarded
C. Having awarded D. To be awarded
- The building is _____. It has been ruined and abandoned for years.
A. destabilized B. derelict C. defunct D. diminished
- The book was so _____ that I fell asleep before I finished the first page.
A. abhorrent B. disheartening C. tedious D. thrilling
- The girl had such a bad stomach ache that she was _____ with pain.
A. bent down B. folded over C. doubled up D. snapped off
- We currently lack the _____ to predict where an earthquake will strike.
A. capability B. enablement C. possibility D. manner
- I _____ remember that we agreed to meet at the gym.
A. distinctly B. strongly C. rightly D. entirely
- Desert flowers can be invisible for years _____ appear suddenly after heavy rain.
A. actually, but B. alternative or
C. nevertheless, so D. consequently and
- The results were _____ with the previous tests we had undertaken.
A. theoretical B. inferred C. consistent D. evident
- I'm afraid there's a _____ between the figures in the book and the amount in the till.
A. divergence B. disagreement C. differentiation D. discrepancy
- I lit the fuse and after a few seconds up _____.
A. went the rocket B. did the rocket go

Water is then stored in the fleshy tissue of their thick trunks or lobes as well as in the roots. The cactus is a good example of a succulent. To retain water, succulents have waxy coatings on their skin and a modified system of respiration. The stomata (surface pores), through which the plant takes in carbon dioxide and releases oxygen, open only at night when temperatures are cooler and less water from the plant will evaporate. [C] Unlike most other plants, a succulent stores all or most of its chlorophyll, the chemical essential to photosynthesis, in its stem, skin, or other outer tissues, rather than concentrating it in the leaves. Doing this places it in a strong, well-watered part of the plant, rather than in an appendage susceptible to drying out and dropping off. [D]

Drought-resistant plants, or xerophytes, come in many forms including true xerophytes, deciduous plants, and grasses. Xerophytic shrubs, such as the five species of creosote bush, are the most abundant type of vegetation in most arid environments. They are able to withstand desiccation in severe droughts without dying. Some have evolved small leaves with special coatings to reduce loss of water through evaporation. **Others** have replaced leaves with thorns or spines. **While succulent roots form shallow, dense webs, xerophytes tend to develop deep root networks that pull water out of soil other desert plants cannot reach.** For example, the roots of the mesquite bush, said to have the deepest root systems among desert plants, can reach depths of up to eighty feet.

Succulents and xerophytes, on one hand, have physically adapted to gather and retain water to survive long periods of drought. Drought-avoiding plants, on the other hand, escape unfavorable conditions by perishing. These include annuals and perennials. Because profuse seed development is crucial to the survival of most annual species, they tend to produce far more flowers than other types of desert plants. The desert marigold of the American southwest, for example, has adapted to seasonal changes in rainfall by growing rapidly, bursting into a brilliant display of yellow flowers, and then dropping a cascade of seeds before dying. In some cases, annuals complete their entire life cycle in a matter of a few weeks or months. Their seeds may remain inactive for up to ten years while waiting for wetter conditions. Perennials, such as the ocotillo, may go **dormant** during dry periods, spring to life when it rains, and then return to dormancy in a process that may occur up to five times per year.

1. According to paragraph 1, which of the following is true of desert plants?
 - A. They are hard to see in the harsh desert landscape.
 - B. They have evolved similar features, regardless of geographic origins.
 - C. They have evolved from different families that exchanged survival strategies.
 - D. They all look essentially the same.
2. The word **ephemeral** in the passage is closest in meaning to _____.
 - A. minimal
 - B. yearly
 - C. short-lived
 - D. abundant
3. Which of the following square brackets [A], [B], [C], or [D] best indicates where in the paragraph the sentence “**All of these adaptations together make succulents particularly well suited to dry climates.**” can be inserted.
 - A. [A]
 - B. [B]
 - C. [C]
 - D. [D]
4. Why does the author mention the action of stomata in the passage?
 - A. To explain how chlorophyll works
 - B. To emphasize a unique adaptation of succulents
 - C. To illustrate that cacti have no leaves
 - D. To describe the basic parts of a succulent
5. The word **others** in the passage refers to _____.
 - A. grasses
 - B. shrubs
 - C. coatings
 - D. leaves

6. Which of the following best expresses the essential information in the highlighted sentence in the passage? Incorrect choices change the meaning in important ways or leave out essential information.

A. At the same time that xerophytes evolved their thick webs of low-lying roots, succulents formed thin networks to reach surface water.

B. Both succulents and xerophytes form long, dense networks of roots in order to reach water within the soil that non-desert plants could not reach.

C. Because of their long roots systems developed to reach water deep within the soil, xerophytes have become more dominant in desert environments than succulents.

D. In contrast to xerophytes, which produce long root systems to tap water deep within the soil, succulents develop a thick web of roots just below the soil surface.

7. According to paragraph 4, thorns on xerophytes _____.

A. are similar to blades of grass

B. can reach water very far underground

C. are what some plants have instead of leaves

D. help keep the plants from being eaten by animals

8. In what form do drought-avoiding annuals wait for wetter weather?

A. stems

B. flowers

C. roots

D. seeds

9. The word **dormant** in the passage is closest in meaning to _____.

A. dry

B. inactive

C. dead

D. weak

10. According to the author, all of the following are associated with plants that exhibit "minimum variance behavior" EXCEPT _____.

A. slow growth

B. modified respiration

C. rapid seed production

D. deep root systems

Your answers: (0.2/ea)

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
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Part 2. Read the text below and think of ONE word which best fits each gap. Write your answers in the corresponding numbered boxes. (1.0 point).

Second-hand but better than new

Many people who are building their own homes or renovating existing buildings have discovered that it makes more sense to buy second-hand goods than to buy new doors, fireplaces or radiators. These days a large (1) _____ of businesses offer second-hand material, though many of them cater exclusively for professional builders. However, there are outlets that sell to members of the public, so someone who wants to indulge (2) _____ a spot of DIY will probably be able to find reclamation material, as second-hand building supplies are known, anywhere in the country.

Searching for (3) _____ one wants can be time-consuming, so (4) _____ bother? Is there, for example, any financial reason to make it (5) _____ one's while? The answer, in many cases, is yes. An oak door in good condition will be considerably (6) _____ expensive than a new one, even though it is only a few years old. However, the majority of clients of reclamation yards are on (7) _____ lookout for items that simply can't be found these days, (8) _____ as stone fireplaces several centuries old. Items like this can, of course, be expensive, but there are a lot of people who do not (9) _____ paying a high price for a second-hand fireplace that is, (10) _____ their view, better than new.

Your answers: (0.1/ea)

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.

Part 3. Read the following passage and do the tasks that follow. Write your answers in the corresponding numbered boxes. (1.3 points)

Across cultures, wisdom has been considered one of the most revered human qualities. Although the truly wise may seem few and far between, empirical research examining wisdom suggests that it isn't an exceptional trait possessed by a small handful of bearded philosophers after all - in fact, the latest studies suggest that most of us have the ability to make wise decisions, given the right context.

"It appears that experiential, situational, and cultural factors are even more powerful in shaping wisdom than previously imagined," says Associate Professor Igor Grossmann of the University of Waterloo in Ontario, Canada. "Recent empirical findings from cognitive, developmental, social, and personality psychology cumulatively suggest that people's ability to reason wisely varies dramatically across experiential and situational contexts. Understanding the role of such contextual factors offers unique insights into understanding wisdom in daily life, as well as how it can be enhanced and taught."

It seems that it's not so much that some people simply possess wisdom and others lack it, but that our ability to reason wisely depends on a variety of external factors. "It is impossible to characterize thought processes attributed to wisdom without considering the role of contextual factors," explains Grossmann. "In other words, wisdom is not solely an "inner quality" but rather unfolds as a function of situations people happen to be in. Some situations are more likely to promote wisdom than others."

Coming up with a definition of wisdom is challenging, but Grossmann and his colleagues have identified four key characteristics as part of a framework of wise reasoning. One is intellectual humility or recognition of the limits of our own knowledge, and another is appreciation of perspectives wider than the issue at hand. Sensitivity to the possibility of change in social relations is also key, along with compromise or integration of different attitudes and beliefs.

Grossmann and his colleagues have also found that one of the most reliable ways to support wisdom in our own day-to-day decisions is to look at scenarios from a third-party perspective, as though giving advice to a friend. Research suggests that when adopting a first-person viewpoint we focus on "the focal features of the environment" and when we adopt a third-person, "observer" viewpoint we reason more broadly and focus more on interpersonal and moral ideals such as justice and impartiality. Looking at problems from this more expansive viewpoint appears to foster cognitive processes related to wise decisions.

What are we to do, then, when confronted with situations like a disagreement with a spouse or negotiating a contract at work, that require us to take a personal stake? Grossmann argues that even when we aren't able to change the situation, we can still evaluate these experiences from different perspectives.

For example, in one experiment that took place during the peak of a recent economic recession, graduating college seniors were asked to reflect on their job prospects. The students were instructed to imagine their career either "as if you were a distant observer" or "before your own eyes as if you

were right there”. Participants in the group assigned to the “distant observer” role displayed more wisdom-related reasoning (intellectual humility and recognition of change) than did participants in the control group.

In another study, couples in long-term romantic relationships were instructed to visualize an unresolved relationship conflict either through the eyes of an outsider or from their own perspective. Participants then discussed the incident with their partner for 10 minutes, after which they wrote down their thoughts about it. Couples in the ‘other’s eyes’ condition were significantly more likely to rely on wise reasoning - recognizing others’ perspectives and searching for a compromise - compared to the couples in the egocentric condition.

“Ego-decentering promotes greater focus on others and enables a bigger picture, conceptual view of the experience, affording recognition of intellectual humility and change,” says Grossmann.

We might associate wisdom with intelligence or particular personality traits, but research shows only a small positive relationship between wise thinking and crystallized intelligence and the personality traits of openness and agreeableness. “It is remarkable how much people can vary in their wisdom from one situation to the next, and how much stronger such contextual effects are for understanding the relationship between wise judgment and its social and affective outcomes as compared to the generalized “traits”,” Grossmann explains. “That is, knowing how wisely a person behaves in a given situation is more informative for understanding their emotions or likelihood to forgive (or) retaliate as compared to knowing whether the person may be wise “in general”.”

For questions from 1 – 4, choose the correct answer A, B, C or D for each of the following questions. Write your answers in the corresponding numbered boxes.

1. What point does the writer make in the first paragraph?
 - A. Wisdom appears to be unique to the human race.
 - B. A basic assumption about wisdom may be wrong.
 - C. Concepts of wisdom may depend on the society we belong to.
 - D. There is still much to be discovered about the nature of wisdom.
2. What does Igor Grossmann suggest about the ability to make wise decisions?
 - A. It can vary greatly from one person to another.
 - B. Earlier research into it was based on unreliable data.
 - C. The importance of certain influences on it was underestimated.
 - D. Various branches of psychology define it according to their own criteria.
3. According to the third paragraph, Grossmann claims that the level of wisdom an individual shows _____.
 - A. can be greater than they think it is
 - B. will be different in different circumstances
 - C. may be determined by particular aspects of their personality
 - D. should develop over time as a result of their life experiences
4. What is described in the fifth paragraph?
 - A. a difficulty encountered when attempting to reason wisely
 - B. an example of the type of person who is likely to reason wisely
 - C. a controversial view about the benefits of reasoning wisely
 - D. a recommended strategy that can help people to reason wisely

Your answers: (0.1/ea)

1.	2.	3.	4.
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For questions from 5 – 8, complete the summary, using the list of words, A - J, below. Write the correct letters, A - J, in the corresponding numbered boxes.

The characteristics of wise reasoning

Igor Grossmann and colleagues have established four characteristics which enable us to make wise decisions. It is important to have a certain degree of (5) _____ regarding the extent of our knowledge, and to take into account (6) _____ which may not be the same as our own. We should also be able to take a broad (7) _____ of any situation. Another key characteristic is being aware of the likelihood of alterations in the way that people relate to each other.

Grossmann also believes that it is better to regard scenarios with objective. By avoiding the first-person perspective, we focus more on (8) _____ and on other moral ideals, which in turn leads to wiser decision-making.

A. opinions	B. confidence	C. view	D. modesty	E. problems
F. fairness	G. objective	H. experiences	I. range	J. reasons

Your answers: (0.1/ea)

5.	6.	7.	8.
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For questions from 9 -13, decide whether the following statements are True (T), False (F) or not Given (NG). Write your answers in the corresponding numbered boxes.

9. Students participating in the job prospects experiment could choose one of two perspectives to take.

10. Participants in the couples experiment were aware that they were taking part in a study about wise reasoning.

11. In the couples experiments, the length of the couples’ relationships had an impact on the results.

12. In both experiments, the participants who looked at the situation from a more detached viewpoint tended to make wiser decisions.

13. Grossmann believes that a person’s wisdom is determined by their intelligence to only a very limited extent.

Your answers: (0.2/ea)

9.	10.	11.	12.	13.
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Part 4. In the passage below, seven paragraphs have been removed. Read the passage and choose from paragraphs A-H the one which fits each gap. There is ONE extra paragraph which you do not need to use. Write your answers in the corresponding numbered boxes. (0.7 point)

No Longer Blowing in the Wind

Plastic bags disfigured South Africa’s landscape until a small town decided to act.

They have been called the national flower of South Africa. Outside every city, town and village, hundreds of them flutter and rustle in the thorn bushes with the evening breeze. They come in red, green, blue and black, and even in multi-coloured stripes. Plastic bags. Lots of them. For South Africa consumes eight billion per year, or nearly two hundred for every man, woman and child in the country. But the country is not uniquely cursed. From the deserts of Yemen to the mangrove

swamps of Thailand, the discarded plastic supermarket bag disfigures the landscape of much of the developing world.

1.

“Our town was filthy,” says Sheila Joseph whose family has run the local general store for ninety years. “Our park looked as though there had been a snowstorm every weekend. It was littered with plastic bags and rubbish. We had lots of clean-up campaigns, but they didn’t work. After two or three weeks, the town was filthy again.”

2.

There are so many plastic bags blowing around the Northern Cape that a job-creation project in the provincial capital employs 38 people to wash discarded bags, cut them into strips and knit them together into brightly-coloured hats, carpets, doormats, bags and even picture frames for sale.

3.

“The biggest businesses have been with us from the start, and haven’t given a plastic bag out since,” says the polite but steely Joseph, whose advice is now eagerly sought by other litter-strewn towns across South Africa. “Within two weeks, our park was clean. It’s definitely brought the community of Douglas together.”

4.

As a representative explained: “We all want Douglas clean, but I will give a plastic bag instead of talking about it for ten minutes if a customer moans.” But if the government has its way, the store and others like it across the country may soon be banned from handing out the bags.

5.

Plastic manufacturers and retailers have reacted to the plans with predictable outrage. They warn that thousands of people would lose their jobs and that the new rules are likely to be unenforceable as importers would almost certainly ignore them. They pointed out that old-fashioned heavy-duty bags use more plastic, not less. Consumers, they insisted, would be greatly inconvenienced.

6.

The proposals may eventually need to be softened to allow manufacturers more time to adapt. The determination to eradicate the plastic scourge of the countryside has already galvanised some of the culprits into action, however.

7.

Indeed, on the clean streets of Douglas it is difficult to believe that South Africans really ever needed those eight billion plastic bags. “It’s not that much of a hardship to remember to bring a shopping bag,” says one elderly resident getting into her car outside Joseph’s store. “Is it, dear?”

Missing paragraphs:

A.

Eager to fend off even more draconian legislation, however, many retailers are now promising to help with a nationwide recycling programme for the bags they give away.

B.

She blamed the mess on the thin bags handed out free to shoppers. Douglas’s 15,000 residents did not like the litter. Nor did the tourists who came to see the confluence of the Vaal and Orange, two of southern Africa’s greatest rivers. Farmers were unhappy too. Livestock sometimes ate the bags and died.

C.

Someone, of course, had to spoil the party. At the small Orange Vaal store down the road from Joseph's, they're still giving out free plastic bags to customers who want them, although demand has halved since the campaign began.

D.

First inspired by the people of Douglas, they are equally passionate in their hatred of the bags. They nonetheless remain somewhat sceptical about the practicalities of such a solution.

E.

South Africans, however, have decided to do something. And it was the hitherto unremarkable town of Douglas in the arid Northern Cape region that took the lead.

F.

The argument put forward by the authorities is that thicker bags would not only be used again and again, but would also be easier to collect and recycle. Supply of bags with a thickness of less than 80 microns (a micron is a millionth of a metre) is therefore likely to be outlawed.

G.

So it was that the people of Douglas, rejoicing in the slogan "Fantastic - no plastic" came to ceremonially execute an effigy made up from old plastic bags by the project staff. Since then, shoppers bring their own, reusable baskets and bags, including those made from locally recycled plastic.

H.

"It won't work," said a spokesperson. "The problem is not the plastic bags, the problem is litter, it's a question of attitude. What worries me is that instead of having cheap plastic bags cluttering up the streets, we'll have expensive ones."

Your answers: (0.2/ea)

1.	2.	3.	4.	5.	6.	7.
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Part 5. The passage below consists of 6 paragraphs marked A, B, C, D, E, and F. Read the passage and do the task that follow. Write your answers in the corresponding numbered boxes. (1 point)

A.

Supermarket shopping with children, one mother says, is absolute murder: "They want everything they see. If it's not the latest sugar-coated breakfast cereal, it's a Disney video or a comic. Usually all three. I can't afford all this stuff and, anyway, if I agree to their demands I feel I've been persuaded against my better judgement and I feel guilty about buying and feeding them rubbish. Yet I hate myself for saying no all the time, and I get cross and defensive in anticipation as we leave home. I do my best to avoid taking them shopping but then I worry that I'm not allowing them to have the experience they need in order to make their own choices. I can't win."

B.

Research has found that children taken on a supermarket trip make a purchase request every two minutes. More than \$150 million a year is now spent on advertising directly to children, most of it on television. That figure is likely to increase and it is in the supermarket aisles that the investment is most likely to be successful. For children, the reasons behind their parents' decisions about what they can and cannot afford are often unclear, and arguments about how bad sugar is for your teeth are unconvincing when compared with the attractive and emotionally persuasive advertising campaigns.

C.

According to Susan Dibb of the National Food Alliance, “Most parents are concerned about what they give their children to eat and have ideas about what food is healthy - although those ideas are not always accurate. Obviously, such a dialogue between parents and children is a good thing, because if the only information children are getting about products is from TV advertising, they are getting a very one-sided view. Parents resent the fact that they are competing with the advertising industry and are forced into the position of repeatedly disappointing their children.” The Independent Television Commission, which regulates TV advertising, prohibits advertisers from telling children to ask their parents to buy products. But, as Dibb points out, “The whole purpose of advertising is to persuade the viewer to buy something. So even if they cannot say, “Tell your mum to buy this product,” the intended effect is precisely that.”

D.

A major source of stress for some parents shopping with children is the mental energy required to decide which demands should be agreed to and which should be refused. One mother says she has patience when it comes to discussing food with her children, but she still feels unhappy about the way she manages their shopping demands: “My son does pay attention to advertisements but he is critical of them. We talk a lot about different products and spend time looking at labels. I’ve talked about it so much that I’ve brainwashed him into thinking all adverts are rubbish. We have very little conflict in the supermarket now because the children don’t ask for things I won’t want to buy.”

E.

Parents also admit they are inconsistent, even hypocritical, in their responses to their children’s purchasing requests. Mike, father of a son of seven and a daughter of three, says, “We refuse to buy him the sweets he wants on the grounds that it’s bad for him while we are busy loading the trolley with double cream and chocolate for ourselves. It’s enjoyable to buy nice things, and it’s quite reasonable that children should want to share that, I suppose. But I still find myself being irritated by their demands. It partly depends on how I feel. If I’m feeling generous and things are going well in my life, I’m more likely to say yes. It’s hard to be consistent.”

F.

Supermarkets themselves could do a lot more to ease parent-child conflict by removing sweets from checkout areas or even by providing supervised play areas. Although parents might spend less because their children are not with them, the thought of shopping without your six-year-old’s demands would surely attract enough extra customers to more than make up the difference.

In which section are the following mentioned?

1. the influence a parent has had over their child’s views?
2. the fact that children do not understand why their parents refuse their demands?
3. a parent who understands why children make demands?
4. someone who feels children ought to find out for themselves how to make decisions about what to buy?
5. the fact that parents can be mistaken about what food is good for you?
6. an unexpected benefit for shops?
7. a parent who regrets buying what their children have asked for?
8. a parent who feels annoyed even before the children ask for anything?
9. the fact that parents blame the advertisers for the difficult situation they find themselves in?
10. a TV advertising rule which has little effect?

Your answers: (0.1/ea)

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
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