

LISTENING TEST and ANSWERS (1 point)

A FASHIONABLE LANGUAGE

Introduction

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

catwalk – pasarela / pasarela

slogan – slogan / eslogan

aim at – dirixirse a/ao / dirixirse a

influence – influencia / influencia

Here is the beginning of the recording:

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?

Here is an example of a question:

What does the programme *Catwalk* tell you about?

The correct answer is: 'The programme *Catwalk* tells you about what's going on in the fashion world.'

Ready? Now read the rest of the questions before listening to the recording.

Now write the correct answers. Remember to write complete sentences.

Questions

1. According to Toni, why do people learn English?

Suggested answers

People learn English because it has been the language of business, international trade and politics for many years now.

Because it has been the language of business, international trade and politics for many years now.

Because it is the language of business, international trade and politics.

2. What examples of Information Technology does Toni give?

She gives the examples of computers, tablets, mobile phones and the internet.

Examples of computers, tablets, mobile phones and the internet.

3. Complete the following sentence from the recording.

If you speak English, you're demonstrating that you're part **of the internet generation**, the generation that thinks globally.

4. Which languages does the presenter say that Spanish people email each other in?

She says that they email each other in Spanish, Catalan, Basque and Galician.

Spanish, Catalan, Basque and Galician.

5. Complete the following sentence from the recording.

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.

6. Complete the following sentence from the recording.

Indeed, a number of manufacturers always advertise in English in **the Spanish media**.

7. Which language does Toni Pons say that people in their forties studied when they were at school?

She says that they studied French.

8. What happened to Hollywood film titles in the past?

Hollywood film titles were translated into Spanish.

9. According to Toni Pons, which are the four areas where the use of English is most frequent?

English is most frequent in the internet, cinema, music and advertising.

10. Complete the following sentence from the recording.

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**.

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's also the language of information technology, which means computers, tablets, mobile phones and the internet; that is what's 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 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 became cool here in Britain? We British, at least when it comes to learning languages, are very, very unfashionable!