



ESCUELAS OFICIALES DE IDIOMAS DEL PRINCIPADO DE ASTURIAS
PRUEBA ESPECÍFICA DE CERTIFICACIÓN DE NIVEL AVANZADO C2 DE INGLÉS CONVOCATORIA JUNIO 2024

Table with 2 columns: Comisión de Evaluación de la EOI de, [Empty]

COMPRESIÓN DE TEXTOS ESCRITOS

Table with 2 columns: Calificación /10 puntos, N.º de respuestas correctas /25

Apellidos: \_\_\_\_\_
Nombre: \_\_\_\_\_
DNI/NIE: \_\_\_\_\_

LEA LAS SIGUIENTES INSTRUCCIONES

A continuación, va a realizar una prueba que contiene tres ejercicios de comprensión de textos escritos. Los ejercicios tienen la siguiente estructura: se presentan unos textos y se especifican unas tareas que deberá realizar en relación a dichos textos. Las tareas o preguntas serán del siguiente tipo:

- Texto incompleto. Se presentan una serie de proposiciones que deberá completar con la respuesta correspondiente de entre las proporcionadas. En este caso deberá elegir la respuesta correcta y rodear su opción en la HOJA DE RESPUESTAS. Se proporcionan más proposiciones de las necesarias y sólo hay una combinación correcta entre pregunta y respuesta.

Ejemplo:

Table with 6 columns: 1, A, B, C, D, E

Si se confunde, tache la respuesta equivocada y rodee la opción que crea verdadera.

Table with 6 columns: 1, A, B, C, D, E

- Opción múltiple: preguntas o frases incompletas, seguidas de una serie de frases que las completan. Deberá elegir la respuesta correcta rodeando con un círculo la letra de su opción en la HOJA DE RESPUESTAS. Sólo una de las opciones es correcta..

Ejemplo:

Table with 3 columns: 2, A, B, C

Si se confunde, tache la respuesta equivocada y rodee la opción que crea verdadera.

Table with 3 columns: 2, A, B, C

- Frases incompletas. Se presentan una serie de proposiciones que deberá completar con la respuesta correspondiente de entre las proporcionadas. En este caso deberá escribir las palabras en el espacio correspondiente en la HOJA DE RESPUESTAS. Sólo una de las opciones es correcta.

Ejemplo:

Table with 2 columns: 1, espacio para su respuesta

En total, deberá contestar a 25 preguntas. Cada una de ellas vale 0,4 puntos sobre un total de 10. La calificación se obtendrá al multiplicar el número de respuestas correctas por 0,4 expresando el resultado con un decimal. Antes de responder a las preguntas, lea atentamente las instrucciones de cada ejercicio.

Dispone de 70 minutos para responder todas las preguntas de los ejercicios que componen la prueba.

Utilice únicamente bolígrafo azul o negro y asegúrese de que su teléfono móvil y dispositivos electrónicos estén desconectados durante toda la prueba.

Trabaje concentradamente, no hable ni se levante de la silla. Si tiene alguna duda, levante la mano y espere en silencio a que el/la profesor/a se acerque a su mesa. Espere a que le indiquen que PUEDE EMPEZAR.

# HOJA DE RESPUESTAS

EJERCICIO 1: IT'S NOT INFLATION - IT'S EXCUSEFLATION													Espacio reservado para la persona correctora
1	A	B	C	D	E	F	G	H	I	J	K	L	
2	A	B	C	D	E	F	G	H	I	J	K	L	
3	A	B	C	D	E	F	G	H	I	J	K	L	
4	A	B	C	D	E	F	G	H	I	J	K	L	
5	A	B	C	D	E	F	G	H	I	J	K	L	
6	A	B	C	D	E	F	G	H	I	J	K	L	
7	A	B	C	D	E	F	G	H	I	J	K	L	
8	A	B	C	D	E	F	G	H	I	J	K	L	
9	A	B	C	D	E	F	G	H	I	J	K	L	
10	A	B	C	D	E	F	G	H	I	J	K	L	

EJERCICIO 2: MOMFLUENCERS				Espacio reservado para la persona correctora
11	A	B	C	
12	A	B	C	
13	A	B	C	
14	A	B	C	
15	A	B	C	
16	A	B	C	
17	A	B	C	
18	A	B	C	

EJERCICIO 3: BIBI'S CAFÉ		Espacio reservado para la persona correctora
19		
20		
21		
22		
23		
24		
25		

**EJERCICIO 1****IT'S NOT INFLATION - IT'S EXCUSEFLATION***Adapted from Mail Online*

Read this article. Choose the phrase (A-L) which best fits each gap (1-10) as in example 0. Only **ONE** answer is possible. There is **ONE** extra item that you **DON'T** need to use.

**DO NOT FORGET TO TRANSFER ALL YOUR ANSWERS TO YOUR ANSWER SHEET.**

A number of companies have been accused of cashing in on headlines about global crises and inflation to boost their prices and increase profit for shareholders and executives. **0** \_\_\_\_\_ **B** \_\_\_\_\_ PepsiCo., Wingstop, Home Depot, Walmart, and Dollar Tree, have latched onto narratives surrounding crises like the COVID-19 pandemic, Russian's invasion of the Ukraine, and inflation as an excuse to raise prices and see how much consumers are willing to pay.

The practice, **1** \_\_\_\_\_, with one Chicago bakery manager owning up to it, telling Bloomberg 'it's an opportunity to increase the prices without getting a whole bunch of complaining from the customers.'

While inflation has waned from its staggering peaks last year and the pandemic grows increasingly distant, some businesses have continued to intentionally raise prices on their goods, with corporate profit margins reaching a breaking record of 13.5 percent in 2021, according to Bloomberg. **2** \_\_\_\_\_, they become normal and leave buyers shelling out more for products while companies line their pockets.

PepsiCo. was one company recently accused of questionable practices by Samuel Rines, managing director at Corbu, on a recent episode of the Bloomberg podcast Odd Lots. **3** \_\_\_\_\_, which passes the cost of stunted sales volumes caused by global events onto the customer. He told Odd Lots how Pepsi lost sales from the Russian market when the nation invaded Ukraine, but merely upped its prices for consumers elsewhere to make up for that loss.

Effectively, Pepsi was asking consumers to reimburse them for losing the Russian market, according to Bloomberg. **4** \_\_\_\_\_, the narrative around the Russian invasion has allowed Pepsi to keep its customers despite its raised prices. 'You shouldn't have Pepsi being able to push price, in theory, right? Rines said, pointing out that in theory, Pepsi shouldn't be able to impose price increases; ideally, the competition with Coca-Cola would lead to only minimal price changes, preventing either company from significantly adjusting prices to match inflation.

**5** \_\_\_\_\_ a question from analysts about whether the company would cool prices by promoting the brand integrity he was trying to foster. He said Pepsi was 'trying to create brands that can stand for higher value to consumers and consumers are willing to pay more for our brands.'

**6** \_\_\_\_\_ using excuseflation to up their prices, Rines said, as they've been continuing to pump their prices even after effects of the 2021 avian flu on the poultry market subsided. That year, wholesale prices for chicken wings spiked 125 percent over the course of 12 months, according to Bloomberg. **7** \_\_\_\_\_. Despite those hikes, he said 'the consumer just continued to buy chicken wings, and it's not as though there are a limited number of places to go buy a spicy chicken wing.' And though wholesale wing prices are down 50 percent, **8** \_\_\_\_\_. 'Wingstop is not exactly stopping pushing their price. In fact, they're saying and guiding towards a typical 2 percent to 3 percent type price increase,' Rines said. Profits for Wingstop in turn have soared nearly 250 percent since 2020, according to Bloomberg.

It is clear that excuseflation is not a new phenomenon. In fact, it has been a part of the business landscape for decades, **9** \_\_\_\_\_. For example, during the oil crisis of the 1970s, some

companies raised prices by citing increased transportation costs. More recently, companies have used the threat of tariffs or supply chain disruptions to justify higher prices.

10 \_\_\_\_\_, they are likely to become more vocal in their opposition. This could lead to increased scrutiny of companies that engage in excuseflation, as well as greater demand for transparency in pricing. Ultimately, companies that are able to strike a balance between profitability and customer satisfaction are likely to be the ones that thrive in the long run.

## EJERCICIO 2

### MOMFLUENCERS

*Adapted from The New York Times International Edition*

Read the article below. For questions 11-18 choose the correct answer A, B or C. 0 is an example. Only ONE answer is correct.

**DON'T FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET**

In some ways, the internet has been incredible for mothers. Spaces online have provided solace and connection and allowed some women to have a public voice in communities that otherwise stifle them. It's also a trove of practical tips.

When women write about how mothers can't live up to the unreasonable and often nonsensical ideals of our culture, they often get flak for even mildly threatening the status quo. Whenever I've written about my struggles or those of other mothers to meet untenable expectations during the pandemic, I've received blowback about how we shouldn't be complaining, because having kids was our choice and should be our full responsibility.

There's a group of women on the internet who exist in contrast to the struggling moms who spent the Covid quarantines screaming: momfluencers, women with social media followings in the tens of thousands or even millions who offer tips and inspiration to their fellow moms. They're often selling something through advertiser-sponsored posts whether it's makeup, cookware or their own parenting courses or workout routines.

These mothers seem to be permanently happy with their children. Whenever they refer to mental health or parenting difficulties, those problems are in the past. Their postpartum depression or a family death or their child's issues at school have been solved, juxtaposed with a beautiful image of open hands or a serene lake.

The influencers who show up most often in my algorithm often have a domestic or classically feminine inclination beyond motherhood – like beauty, clothing or home décor. They're not infrequently blond. Some call themselves “trad wives”, who emphasize traditional gender roles. Others combine information about babies' sleep or feeding with perfectly curated imagery.

I know these influencers have problems like any parent and that their 2-year-old probably threw a tantrum right before that smiling photo was taken in front of a backdrop of majestic mountains. I also know that they are trying to sell me something. Still, I'm entranced and shamed. I see their photographs with their sunny captions, and some small part of me believes they are more naturally suited to motherhood. And I know I'm far from alone.

I spoke to around 100 contemporary mothers from all different backgrounds for my book, and many of them talked about their complicated feelings about social media. Particularly during pregnancy, these women felt they couldn't live up to the ideal that they saw on Instagram, which one woman described as giving her the “perception I would feel ecstatic and joyous, and I'd be a goddess floating on a cloud.” When she didn't feel that way, she thought there was something wrong with her. Looking at these influencers' posts is like picking at a scab – painful but somehow irresistible.

Unreal expectations for American moms go back as far as written history: In the colonial days, the ideal was a pious Christian woman who spun cloth with her baby at her heels and helped keep her children on the path to salvation. Over the next few centuries, new requirements appeared: a focus on creating stalwart American citizens, an education in scientific child-rearing techniques. One thing remains consistent, though. Despite the work that mothers do to keep families and societies together, our contributions are insincerely praised, ignored or demonized, depending on the time and place and the mother's race, religion and social standing.

In our era, the perfect mother is embodied by the momfluencer, who seamlessly melds work, wellness and home. Even if you avoid social media, the momfluencers' expectations can manage to worm their way into you. The mothers I talked to knew that it was not realistic for them to be the ideal worker, behaving as if they had zero obligations outside the workplace, and to be the ideal mother at home, making a perfect dinner and crafting herself to sleep. And yet they blamed themselves for not living up to this model, even while acknowledging the lack of structural support American mothers have when compared with moms in peer countries.

But momfluencers, the purveyors of these pernicious expectations, are part of a multibillion-dollar industry, selling products to a market of millennial moms with an estimated \$2 trillion to spend. Many are just trying to make money working flexible hours while spending time with their young children, in a country without paid parental leave or affordable childcare.

Jo Piazza, the host of "Under the Influence", a podcast about the business of momfluencing, said it's an "open secret" that influencers need perfect blowouts and fake eyelashes in every picture and "the perfect white kitchen and bedroom." She added, "You're not getting paid unless you're showing the aspirational view that brands have been peddling for 50 years". She said that she's talked to 500 influencers for her podcast, that the majority of them find the performance really difficult and that they feel "there's a part of it that crushes their soul every day".

As Denene Millner – the founder of MyBrownBaby, a best-selling author and the publisher of a book imprint focusing on black children and families – rightly pointed out to me, the people at the companies who decide how to spend their marketing budget are still mostly white. "You go for what you know, and you go for what you think will sell to the widest audiences, and people think the widest audience is the white audience," a biased and lazy assumption, she said.

However, there are maybe better online models of motherhood than the ones supported by the biggest advertisers: Like Emily Feret, who goes by @emilyjeanne333 on TikTok, has 1.1 million followers and 36.4 million likes as of this writing. She's a 29-year-old stay-at-home mom of two, and she makes delightful videos that send up the unattainable perfection found elsewhere on social media.

Ms. Feret said she wants to "normalize normal" and she's done a series of videos taking the viewer on a tour of her house, showing "life without the filter." Her kids are always in the background. "Levi, son, dear God, get out of the trash can," she says with a smile in one. "Please stop going in there. You're disgusting." Then she shows us her lamp, which is still in its original plastic, and announces, laughing, "There's dead bugs stuck in there!"

I know there's not a single way all people should raise their families, but if there's one takeaway from my reporting on the history, sociology and science of American motherhood, it's that the ideals as they are created may serve industry but they do not serve us or our families.

Anytime you feel guilty about not meeting some sort of insane, unachievable demand, ask yourself, "Does this help me improve my relationship with my children? And does this help my community?" If the answer is no to either one, push back. Refuse to feel the guilt and failure that plague so many of us when we're just trying to raise our families under this broken system. Instead, use that energy to fuel something different: the possibility of a more humane and supportive future for our children.

### EJERCICIO 3

## BIBI'S CAFÉ

*Adapted from Sunday Post P.S*

Read this article below. For gaps 19-25, complete the text with ONE of the words in the box. Question 0 has been made as an example. There is **ONE EXTRA WORD** you don't need to use. **DO NOT FORGET TO TRANSFER ALL YOUR ANSWERS TO THE ANSWER SHEET.**

When passing St. Andrews it's too tantalizing to stop for a quick **0. stroll**. Even if you're not overly keen on golf – mind you, St. Andrews is known as its home-, there's plenty to do, whether you prefer to pop into one of the many boutique shops – offering unique souvenirs and gifts-, **19 \_\_\_\_\_** around its bustling streets, visit an aquarium or explore historical sites.

Even though it's a flying visit, we manage to **20 \_\_\_\_\_** in a trip to St Andrews Castle. Dating in part from the 13<sup>th</sup> century, it's largely ruined after 400 years of wars and sieges. A small museum explains the castle's storied history, including how **21 \_\_\_\_\_** invaders decided to tunnel under the walls to capture it back in the day.

As well as walking along some of the ruined walls and enjoying lovely sea views, you can also scout one of the tunnels. And so I find myself slipping, sliding, **22 \_\_\_\_\_** and shuffling along a narrow underground cave trying to negotiate the uneven ground holding a heavy backpack and an inquisitive toddler. Why do I do these things at my age? When we quickly wise up to the fact that it's one way and we're not going to surface in a treasure trove or warm, inviting café selling sumptuous scones, we head back to welcome fresh air and daylight.

Deciding we've earned a nice lunch, we walk along to Bibi's Café, the warm, **23 \_\_\_\_\_** place I was hoping for. It's rather lovely inside; roomy and light with nice decor. I spy a cake counter by the kitchen and am overjoyed to see a small pile of scones alongside other scrummy bakes. The kids **24 \_\_\_\_\_** into pancake stacks while I treat myself to an eggs Benedict smoked salmon – “when in St Andrews”... as no one ever says! It's downright delicious.

My partner had a spicy lentil soup that is heavy on the spice. He likens it to slurping a very nice curry. I try some and any chills I had from that tunnel are blasted away. We finish up with a raisin scone, served with butter and a wee pot of jam. It's a generous size, and nice light and crumbly. And, most importantly, contains a **25 \_\_\_\_\_** amount of raisins.

If we pass by this way again, we will definitely be back to Bibi's but next time I reckon we'll keep our heads above ground!

<b>alluring</b>	<b>bountiful</b>
<b>wander</b>	<b>tuck</b>
<b>squeeze</b>	<b>crouching</b>
<b>swaggering</b>	<b>savvy</b>
<b>stroll</b>	

## EJERCICIO 1

### IT'S NOT INFLATION - IT'S EXCUSEFLATION

- A. One of the challenges of excuseflation is
- B. Business analysts have said companies like 0**
- C. Pepsi CEO Ramon Laguarta recently dodged
- D. Wingstop has kept their prices as high as ever
- E. with companies using a variety of excuses to justify price increases
- F. The chicken wing restaurant chain Wingstop has also been a culprit of
- G. known as 'excuseflation', has permeated even down to local businesses
- H. Rines said Pepsi's tactics follow a strategy called price over volume, or POV
- I. And as those prices continue to rise and customers become accustomed to them
- J. With consumers becoming increasingly savvy about the tactics that companies use
- K. And while normally a price hike might send customers to competitors like Coca Cola
- L. Rines said during that crisis Wingstop 'began to push price and they had zero pushback from the consumer'

## EJERCICIO 2

### MOMFLUENCERS

- 0 According to the text, which of the following are positive aspects of the internet for mothers?**
- A Support networks, online communities, information about parenting and childcare**
- B The chance to relax and the prospect of freeing themselves from various constraints
- C Opportunities to unwind and enjoy peace and quiet, along with parenting and childcare information
- 11 What criticism have some women faced when writing about the challenges of motherhood?**
- A Being accused of neglect for not focusing solely on their children
- B Being labelled as "whiners" for speaking openly about their experiences
- C Being referred to as "braggers" because they are divulging their personal stories

- 12 According to momfluencers, mental health and parenting difficulties are frequently \_\_\_\_\_**
- A spotlighted
  - B downplayed
  - C brought to notice
- 13 According to paragraph 6, the author's feelings towards these momfluencers can be described as both \_\_\_\_\_**
- A enthralled and put down
  - B thwarted and embarrassed
  - C indifferent and embarrassed
- 14 What is one thing that has lived on all through the history of American mothers according to the text?**
- A The role they played in society
  - B The fact that their work has always been unfairly treated
  - C The duties and responsibilities they have always taken on
- 15 The expectations of momfluencers, even when mothers avoid social media, are \_\_\_\_\_ a social portrayal of motherhood as a 'perfect' and all-encompassing role.**
- A debunking
  - B disproving
  - C perpetuating
- 16 According to the text, Emily Feret makes videos that...**
- A Make momfluencers seem delightful
  - B Mock the "unattainable perfection" conveyed by momfluencers
  - C Reinforce the "unachievable ideal" conveyed by momfluencers
- 17 The message the author is trying to convey in this article is that....**
- A The varied parenting styles showcased by momfluencers highlight that there are many different, yet equally valid, approaches to raising a family.
  - B Motherhood, as portrayed by momfluencers, is an extremely demanding job, often requiring more dedication and versatility than publicly acknowledged.
  - C Mothers shouldn't live up to the unrealistic standards set by momfluencers as they aren't really meant to help them, but rather to project an unattainable image.
- 18 What are some of the challenges that contemporary mothers face due to social media according to this article?**
- A Pressure to idealize motherhood, feelings of guilt, and comparison to other mothers' curated online personas
  - B A sense of FOMO (Fear of Missing Out) from seeing other mothers having experiences or opportunities they are missing
  - C The created need to be more tech-savvy than ever before in order to find a means to enhance their work-life balance

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