

**PRUEBAS DE ACCESO A LA
UNIVERSIDAD
L.O.G.S.E.**

LENGUA EXTRANJERA : I N G L É S

THE REAL THING?

One of the most successful commercial products ever launched came about as the result of a mistake. In 1896, Jacob's Pharmacy in Atlanta, Georgia, was selling a nerve tonic known as 'French Wine Cola - Ideal Nerve Tonic'. By accidentally adding fizzy water instead of still water to the recipe, a pharmacist called John S. Pemberton invented what has today become the most popular soft drink in the world: Coca-Cola. Along with its closest rival - Pepsi - which appeared on the market three years later, Coke has enjoyed phenomenal success worldwide, particularly in the past fifty years.

What could possibly account for the amazing success of Coca-Cola? How has this combination of carbonated water, sugar, acid and flavourings come to symbolise the American way of life for most of the world? After all, even the manufacturers could hardly describe Coke as a healthy product since it contains relatively high amounts of sugar and phosphoric acid, both of which are known to damage teeth.

One explanation may be found in the name. The original recipe included a flavouring from the coca plant and probably included small amounts of cocaine, but since the early part of this century all traces of cocaine have been removed. However, Coke also includes a flavouring from the cola tree; cola extract contains caffeine, which is a stimulant, and the Coca-Cola company adds extra caffeine for good measure.

A more likely reason for the lasting popularity of Coke may be found, however, in the company's enviable marketing strategies. Over the years it has come up with some of the most memorable commercials, tunes, slogans and sponsorship in the world of advertising, emphasising international harmony, youthfulness and a carefree lifestyle.

Glossary:

Fizzy = full of little bubbles of gas; carbonated

1.- Based on the ideas of the text, answer the following questions using your own words as far as possible. (25 words max.) (2 points)

- a) - Briefly state the two main reasons why, according to the author, Coke is so successful nowadays.
- b) - What are the values the Coca Cola Company has used in order to gain such immense popularity and success?

2.- Say whether the following sentences are TRUE or FALSE according to the text. Copy the evidence from the text. No marks will be given without the evidence. (1 point)

- a) - Pharmacists took about fifty years to investigate and discover the formula or recipe for Coke.
- b) - It is not yet known whether Coke is harmful or not.

3.- Choose ONLY THREE of the following words and write a synonym (=), an opposite (≠), a definition or a sentence to show that you understand their meaning in the text. Use your own words. (1.5 points)

- a) - ideal
- b) - soft drink
- c) - invented
- d) - account for
- e) - amounts
- f) - memorable

4.- Write down three grammatically correct and meaningful sentences by matching both columns. ONLY THREE of them are correct. (1.5 points)

Hold this bottle on your left hand	I could have bought more drinks.
I'm looking forward to	how I told you.
If the shop hadn't been closed	drink the whole time he was there.
Peter did nothing but	drinking an ice cold Coke.

5.- Write a composition of about 100 words on ONE of the following topics. (4 points)

- a) - The power of advertising.
- b) - Cocaine, caffeine, nicotine, alcohol, etc, are popular stimulants nowadays. What do you think these and other stimulants mean to young people?

1.- Based on the ideas of the text, answer the following questions using your own words as far as possible. (25 words max.) (2 points)

- a) - Briefly state the two main reasons why, according to the author, Coke is so successful nowadays.

The first one is the name. Coca and cola are two stimulants and people sometimes drink because they need stimulation. The second reason for its popularity is its tremendous marketing. Coca Cola is found everywhere and the company sponsors many competitions and activities.

- b) - What are the values the Coca Cola Company has used in order to gain such immense popularity and success?

Most of its advertisements whether films or photographs show us young happy people who live a free life. They are happy and peaceful and don't seem to be worried about war, money or politics or these don't seem to exist in the Coca-Cola world.

2.- Say whether the following sentences are TRUE or FALSE according to the text. Copy the evidence from the text. No marks will be given without the evidence. (1 point)

- a) - Pharmacists took about fifty years to investigate and discover the formula or recipe for Coke.

FALSE: came about as the result of a mistake.

By accidentally adding fizzy water instead of still water to the recipe, a pharmacist called John S. Pemberton invented Coca-Cola.

- b) - It is not yet known whether Coke is harmful or not.

FALSE: *After all, even the manufacturers could hardly describe Coke as a healthy product since it contains relatively high amounts of sugar and phosphoric acid, both of which are known to damage teeth.*

3.- Choose ONLY THREE of the following words and write a synonym (=), an opposite (≠), a definition or a sentence to show that you understand their meaning in the text. Use your own words. (1.5 points)

- a) - ideal = perfect, fantastic, wonderful
b) - soft drink = non-alcoholic drink
c) - invented = discovered, created
d) - account for = explain, give reasons
e) - amounts = quantities
f) - memorable = unforgettable, worth remembering, remarkable, etc.

4.- Write down three grammatically correct and meaningful sentences by matching both columns. ONLY THREE of them are correct. (1.5 points)

I'm looking forward to drinking an ice cold Coke.

If the shop hadn't been closed I could have bought more drinks.

Peter did nothing but drink the whole time he was there.