LEVEL A7   **PAPER 1 / 14**

COMPLETAR CON LETRA IMPRENTA

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EX 1+2+3	EX 4+5	Total mark

The Year of the Digital Citizen

2005 was arguably the year citizens really started to do it for themselves. Raising mobiles in the air, they did not just talk and text, they snapped, shared and reported the world around them.

Twelve months ago, it was clear the mass consumer was going to have at his or her disposal many more gadgets with greater capacity to record, store and share content.It was going to be a year in which people started to challenge those who traditionally provide us with content, be it news, music, or movies. Crucially, what 2005 proved was that far from these techno tools being purely dumb funnels for the same paid-for content from mainstream media, they had the chance to become powerful tools for political expression and reportage.

The consumer was turning into the citizen with a meaningful role to play. Media started to look more participatory and inclusive.The Boxing Day tsunami of 2004 starkly showed the potential of these tools. Most of the memories of that day have been graphically captured, replayed and played again, making the event much more immediate and personal.Later in the year, the 7 July London bombings and the hurricanes in the US forced home the fact that citizens had a much larger role in the production of news than ever before. These collages of eyewitnesses accounts showed the immediate aftermath of the events long before any press camera could.

Shifting sands

With this explosion of citizen reporting, the relationship between producer and consumer has to realign itself. New businesses, such as Scoopt and Spy Media, have started to capitalise on the shifting sands by becoming intermediaries for citizen journalists to negotiate rights to their content.As a result, the challenge to content industries and mainstream media has been to think about how to ensure everyone has access to quality and trusted sources of news and information.They also have to grapple with sticky questions such as who owns what, and who has the right to share content and re-create something with it in this converging world.But there is no doubt that, coupled with a high-speed network, these media tools could do much to enhance participation in community and political life.

'Appetite to be involved'

Greater choice of what to watch, what news means and who produces it, as well as the shift from broadcast to on-demand media, could increase people's ability to opt out of public and democratic debates if they want to.

Alternatively, the changing nature of news offers a diversity of voices, sources, and choice to enhance democratic potentials and lets anyone join in global and local conversations.Clearly there is an appetite to be involved with the production of news - the capturing of moments that have left their indelible watermark on history, big or small.This needs support and nurturing. It also needs to be inspiring and relevant.To that end, it will be interesting to see what former journalist Dan Gillmor's newly announced non-profit Center for Citizen Media achieves in the coming year.

1. **Read and answer**

1) In what ways, according to the author, was 2005 different from other years in terms of technology?

_____
_____

2) How was the role of the citizen more "meaningful" during 2004?

_____
_____

3) What is the role of agencies such as Scoopt and Spy Media?

_____
_____

4) What is the main problem that this new trend is causing in mainstream media and content industries?

_____
_____

5) What is the main advantage of this new kind of news reporting?

_____
_____

2. **Read about the Winklevoss brothers and fill in the blanks with the correct form of the verb. When you see + use a modal**

If you watched the recent Oxford and Cambridge boat race you _____ (+ notice) the Winklevoss twins, Cameron and Tyler, in the Oxford boat. The two _____ (always row) together and competed in the Beijing Olympics but _____ (+ manage) only sixth in their class on that occasion.
The Winklevoss brothers _____ (be) very rich as the result of a lawsuit which they settled out of court, but in reality they should be billionaires now. In the early 2000s, when they _____ (study) at Harvard, they would often talk about _____ (set up) a social networking site for students.
They succeeded in _____(start) one, named ConnectU, but as the pair _____ (be) busy studying and rowing, they _____ (+not devote) the time necessary to developing the site, so they decided _____ (employ) someone else to help them. After three months Mark Zuckerberg stopped _____ (work) with the twins and launched his own networking site – Facebook – which _____ (be) now worth over $4 billion. Understandably, the twins _____ (convince) that Zuckerberg _____ (+ not create) the site without their initial input. The Winklevoss brothers _____ (claim) that unless they _____ (contact) him, Zuckerberg would never have been able to even start his company. Although the twins have settled out of court, there _____ (be) still some messy arguments going on which _____ (continue) for some time.
_____(it affect) their performance since then? Well, the Oxford team started well but _____ (+not prevail) against a battling Cambridge team, who sealed an exciting victory.

3. **Read about smartphonesand fill in the blanks with a suitable connective**

The ever-growing demand of smartphones has placed an unexpected strain on the world's mobile phones network.
Smartphones are full of applications designed to send and receive emails, surf the Internet and watch online videos. _____ they can access social networking sites. _____ the mobile phone network has been upgraded to deal with the task of transmitting this kind of data, it was originally made for the transmission of basic phone calls and text messages, and is _____ struggling to find a way of dealing with these increasing demands.
It is the sophisticated applications on the new smartphones which are responsible for cellular traffic. In _____ to ensure that the information available to their users is kept constantly up to date, some of these applications connect to the network every eight seconds. Others continuously stream information _____ stay logged on for hours _____ downloading videos or messages. This has the effect of monopolising the network and slowing down speed for other users.
_____ demand continues to grow at this rate, the entire system is in danger of collapsing.
_____ though the latest LTE (Long Term Evolution) technology can deal with much larger volumes of traffic, it requires new phone masts and new handsets. The expense of installing the new system means that adopting a system _____ costly as this one worldwide is unlikely in the immediate future. We may be fond of our mobile phones. _____, do we really want them to rule our lives?

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4. **Now read about this new software and fill in the gaps with ONE suitable word**

A team at Cornell University in New York has developed software aimed at detecting lies in emails and text messages. Traditional lie detectors work _____ measuring a person's heartbeat. They rely on the fact _____ a person's pulse gets faster when they are nervous or stressed – a strong indicator that they are not telling the truth. The new software is much _____ subtle. It scans electronic messages and looks for various clues which indicate that lies are _____ told.Researchers have identified a number of these clues, or "falsehood indicators", ranging_____ overuse of the third person to frequent use of negative adjectives and verbs. A team of volunteers provided the researchers with _____ truthful and dishonest emails. _____ comparing them they came across a number of characteristics. They noticed, _____ instance, that truthful emails were usually short and written in the first person, with lots of use of "I" to start sentences. Dishonest emails were on average 28 percent longer than honest ones because people worry about not sounding convincing, so they tend to use more sense verbs such as "see" and "feel", perhaps _____ an attempt to gain the reader's sympathy. There has been a lot of interest from law enforcement agencies, insurance companies, welfare agencies and banks – all of _____ are struggling to cope with the growing tide of fraud. They hope the new programme will be effective in protecting the public from the ever-increasing threat posed by Internet crime.

5. **Complete the dialogue**

Lex: Wow, Alex. _____laptop?

Alex: Yes. My old one broke down a few weeks ago.

Lex: It looks like a good one. _____ with it?

Alex: Not great. It's completely different _____.

Lex: Let me have a look. Oh, I think it uses a different operating system. They should have pointed it out to you _____.

Alex: Well, they didn't. It's so confusing. The manufacturers are always coming up with new systems for computers. _____ familiar with?

Lex: It all comes down to economics, I suppose. If they didn't keep changing the systems, _____

           _____ new software!

Alex: That's true. Look, I hate to bring this up but _____
           of an expert on computer programmes, _____?
           Could _____ this one?

Lex: Of course. No problem. But I'm a bit busy right now. I have to get back to the office in a few minutes.

Alex: Sorry. I don't want to hold you up. _____
           another time?

Lex: Sure. I'll be here for lunch tomorrow. We can catch up with each other then and set it up.

6. **Composition. Write about 180 words on ONE of the following:**

*   Start a story with the following sentence: "I sat in front of my computer and stared at the screen blankly."
*   "The Internet is only stopping people from establishing meaningful face-to-face relationships." Discuss.