





MINISTÉRIO DOS NEGÓCIOS ESTRANGEIROS  
CONCURSO EXTERNO DE INGRESSO NA CARREIRA DIPLOMÁTICA – 2008/09

PROVA ESCRITA DE INGLÊS

I

This test consists of two parts – the first will test your vocabulary, grammar and reading. The second is a written composition. Since the marks awarded are equally divided between the two parts it is recommended that you spend approximately 45 minutes on each part.

Part I

A. Read the following text and complete the missing words from the choices below. The first one is done for you as an example. Your answers should be recorded on the answer sheet provided.

(0) the answer is (b) rejected

The people of Ireland have (0) \_\_\_\_\_ the European Union's reform treaty in a referendum and (1) \_\_\_\_\_ the EU into crisis. The Irish delivered a Friday the 13th bad omen to European integration. All 27 countries needed to (2) \_\_\_\_\_ to the Lisbon Treaty in order for it to come into force. Ireland represents less than one per cent of the EU population, but their 'no' vote meant it was back to the drawing board for the whole of the EU. The treaty was (3) \_\_\_\_\_ to replace the constitution, give the EU stronger leadership and allow streamlining reforms to take (4) \_\_\_\_\_ more quickly. It took many years to draw up and just a few hours to vote into the trash can of history. The 'no' vote also highlights (5) \_\_\_\_\_ unpopular the EU is to its citizens. Other European countries are now debating how to respond in the wake of the Treaty's collapse. Britain, France and Germany are keen to ratify the treaty through backdoor legal means. France takes over the EU Presidency on July 1st and President Sarkozy will now (6) \_\_\_\_\_ all his diplomatic skills to paper over the cracks that are (7) \_\_\_\_\_ in Euro land. France's foreign minister Bernard Kouchner warned Ireland last Monday that it would be a bad idea to vote no. He said: "We would not be able to count on the Irish who counted a lot on Europe's money." He was (8) \_\_\_\_\_ to the millions of Euros the EU has given Ireland to turn it into a (9) \_\_\_\_\_ economy. There will now be (10) \_\_\_\_\_ pressure on Dublin to find a solution that will allow the reforms to go ahead.



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(0)	(a) denied	(b) rejected	(c) refused
(1)	(a) plunged	(b) immersed	(c) dropped
(2)	(a) accord	(b) agree	(c) accept
(3)	(a) informed	(b) obliged	(c) supposed
(4)	(a) place	(b) over	(c) on
(5)	(a) what	(b) how	(c) how much
(6)	(a) demand	(b) ask	(c) need
(7)	(a) appearing	(b) seeing	(c) viewing
(8)	(a) speaking	(b) referring	(c) commenting
(9)	(a) wondrous	(b) well	(c) workable
(10)	(a) a considerable	(b) considered	(c) considerable



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B. Read through the following text and write the most appropriate word to fill each gap. You only need ONE word for each gap. The first one has been done for you as an example. Please record your answers on the answer sheet.

Example (0) was

History (0) was made on June 25th as the New Zealand government signed over the ownership of huge areas of forest land to seven Maori tribes. The deal is the largest ever made (1) \_\_\_\_\_ New Zealand's government and the indigenous Maoris. It is part of efforts to (2) \_\_\_\_\_ Maoris for the great land dispossession they suffered in the nineteenth century (3) \_\_\_\_\_ a result of colonisation. The two sides have been seeking a settlement since the mid-1980s. Maoris have been resentful ever since their lands were signed over to Britain in the Treaty of Waitangi in 1840. The new solution means an area covering 176,000 hectares, worth over \$500 million, is now back in Maori hands. The seven tribes have (4) \_\_\_\_\_ than 100,000 members. They will manage the lands to make sure they (5) \_\_\_\_\_ them with a sustainable future.

Around 800 Maoris from across New Zealand's North Island crammed into the parliament building to witness the historic handover. New Zealand's Treaty Negotiations Minister, Michael Cullen said New Zealand's image as a nation suffered (6) \_\_\_\_\_ of the past wrongs done to Maoris. At the signing ceremony he said: "It is a tragedy of our history (7) \_\_\_\_\_ in the century and a half following the signing of the treaty, we failed to uphold our part of the bargain in so (8) \_\_\_\_\_ ways." Prime Minister Helen Clark thanked everyone who worked on the deal: "We came into politics to address injustice and seek reconciliation. Thank you for walking that road with us," she said. Maori spokesman Tamati Kruger said: "The land to (9) \_\_\_\_\_ returned is culturally significant to us all." Maoris (10) \_\_\_\_\_ up around 15% of New Zealand's 4.2 million population.



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C. Read the following transcript of an American TV show and choose the best option from the choices in accordance with the text. Please record your answers on the answer sheet.

Judging the mood of a nation October 24, 2001

It didn't take long for the country's television networks, movie producers, and advertisers to realize that life in the U.S. post-Sept. 11, 2001 was going to be different.

In the days immediately following the attacks, television stations scrapped the commercials and ran 24-hour news reports. Radio stations played patriotic songs.

But by the weekend, many industries were left trying to figure out which forms of entertainment and what types of messages were acceptable to people as they recovered from the national tragedy.

Television connection

One of the most common ways people gather information and escape from everyday life is through television.

The events of Sept. 11 delayed the start of the new television season by a week.

Most people barely noticed there was a new season. And many advertisers pulled their ads when it was clear the new shows could not pull in the promised audience due to a lack of promotion in the previous weeks.

Some old favorites like "Friends" pulled in higher ratings than new reality shows like "Lost," "The Amazing Race," and "Love Cruise."

"Friends" had the highest opening-night ratings in its seven-year history, with more than 32 million viewers in the U.S. TV critics said people wanted to spend time with familiar faces.

Plus, the tragic and heroic stories from the plane crashes captured "real life" better than any TV producer ever could.

Writers and producers are also trying to be sympathetic toward people's feelings about the attacks and have scrapped or rewritten scenes to avoid sensitive topics.

A scene in which Chandler makes a joke about going through airport security was cut from the "Friends" Oct. 11 episode. And in the premier episode of "The Ellen Show" a character's line about a collapsing building was deleted.

Since many shows take place in New York, writers and producers are going to have to decide whether to make their characters more "real" by addressing the tragedy, or create a safe world where viewers can escape from the weight of bad news.



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#### Hollywood responds

Hollywood is also trying to make sense of its role after 9.11.

Following the attacks, video rentals went up 30 percent across the country as people tried to find safe activities with families or friends at home.

Comedy and fantasy were popular genres but movies featuring terrorism or dramatic action like "Die Hard" and "The Siege" were also very popular.

Hollywood is also trying to predict America's tastes and figure out not only what situations and topics people will think are funny but also what types of violence and drama are appropriate.

More than 45 films have had their release date changed and some probably won't be made at all.

In September, Columbia Pictures postponed the production of "Tick Tock," a Jennifer Lopez film about terrorist bombs in Los Angeles shopping malls.

#### Advertising a new feeling

One thing that will not change is the goal of advertising: to sell stuff.

However, advertising is profoundly affected by the mood of the nation. During the Persian Gulf War in 1990-1991, there were fewer commercials as advertisers cut back on spending or pulled war and Arab images that could upset people.

The first few days of television after Sept. 11 had no commercials, but by September 15, ads were back. The big question for all advertisers became: are Americans different after the attacks, and should commercials change?

Edelman Public Relations Worldwide, a PR company, conducted a poll of 1,000 American adults shortly after the attacks. It showed people strongly wanted companies to go back to the advertising they saw on Sept. 10.

Eight in 10 people surveyed said they thought the return of regular programming and commercials was a relief.

Many companies' ads took on a patriotic theme, featuring red, white and blue. Car commercials suggested that buying cars is good for the economy and also the country.

However, ad executives say patriotic advertising won't last forever as people will eventually tire of the messages.



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Airline companies are in a very difficult marketing situation. They want people to fly because they are losing money due to fear of flying. But images of planes are not very popular now.

United Airlines made a special commercial in the weeks after September 11. Instead of showing planes, it focuses on pilots and flight attendants talking about their love of flying over sad but inspiring music.

American Trans Air was in the middle of an offbeat print and TV campaign that stopped immediately. Included was a print ad with a gladiator and a headline that said "If there's going to be a war, we'll fight it out on our own turf." In Toledo a billboard for AirTran read: "Fly without being taken."

Southwest Airlines, known for its humor, is now making commercials with a message of harmony. One commercial features employees saying, "We're all in this together."

#### Questions:

#### Example:

0. What impact did September 11<sup>th</sup> have on the media?

- a) Many programmes were cancelled.
- b) Many advertisements were cancelled.
- c) Many advertisements were postponed.

Answer b)

1. Immediately after September 11<sup>th</sup> the new T.V. season:

- a) Started on time but no-one noticed the programmes.
- b) Started later than planned but with the same programmes.
- c) Started later than usual but with a different selection of programmes.

2. After September 11<sup>th</sup>

- a) Terrorism films did not lose popularity.
- b) Terrorism films were more popular than they had been before.
- c) Terrorism films were more popular than comedy and fantasy.

3. Following September 11<sup>th</sup> an opinion poll showed that:

- a) advertisers should avoid using images of Arabs.
- b) advertisers should adopt new policies with regard to advertisements.
- c) advertisers should revert to the advertisements shown before September 11<sup>th</sup>.



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4. Following September 11<sup>th</sup> advertisers realised that:

- a) a patriotic appeal would be the new pattern in the future.
- b) appeals of a patriotic nature would have appeal for a limited time.
- c) they could sell more cars by appealing to patriotism.

5. Some airlines have:

- a) abandoned the use of humour in their advertisements.
- b) banned the use of humour in their advertisements.
- c) lost passengers because advertisements were unsuccessful.

**Part Two**

**Composition**

Your composition will be assessed on the following criteria:

Relevance to the topic, organisational structure, vocabulary range, cohesion, fluency and grammatical accuracy.

Your composition should be approximately 250 words in length on the following topic:

“Television is the greatest unacknowledged public health issue of our time.” Aric Sigman. Discuss.