



UNIVERSIDAD POLITÉCNICA DE MADRID

PRUEBAS DE ACCESO PARA MAYORES DE 25 AÑOS

MATERIA : INGLÉS 2019

POLITÉCNICA

THE GHOST OF A POSTER

If you've been to Britain, you may have seen a red poster that says "Keep Calm and Carry On". This message was typical of the nation's spirit during the Second World War. In actual fact, the poster was created in 1939 by the Ministry of Information and 2.5 million copies were printed. But the really strange thing is that the poster was never distributed. It was completely forgotten about until the year 2000, when a copy was found in a second-hand bookshop in Northumberland.

It was now out of copyright and so the bookshop's owner, Stuart Manley, made copies and started selling them. It was a success and in 2007 another entrepreneur, a former TV producer called Mark Coop, set up a rival company called *keepcalmandcarryon.com*, which sells posters, T-shirt, mugs and other forms of merchandise. We asked Mark Coop why this forgotten war slogan has become so popular:

"I think it's become popular because it's such a fantastic message that is applicable to so many different situations be it at work, be it in your exams, a problem at home, a problem in the kitchen. "Keep Calm and Carry On": it covers a lot of areas, it's a good message. When I sort of started back in 2007, I think a lot of people associated it with the terrorist risk that we were facing, and then we had the swine flu break-out, the recession and, you know, numerous situations that people sort of associated it with. It covers any issue, any problem, really, but I reckon that the main reason for the message's success is its simplicity".

SPEAK UP nº 321, May 2012

INSTRUCCIONES GENERALES Y VALORACIÓN

Después de leer atentamente el texto y los enunciados de las cuestiones que se presentan abajo, responda en INGLÉS a dichas cuestiones.

CALIFICACIÓN: Las cuestiones 1ª, 2ª y 4ª se valorarán sobre 2 puntos cada una, la pregunta 3ª sobre 1 punto y la pregunta 5ª sobre 3 puntos. **TIEMPO:** 60 minutos.

Questions

1. Are the following statements TRUE or FALSE? Write down the evidence from the text. No marks are given for only TRUE or FALSE.

- a) Mr Manley sold copies of the poster illegally because it still belonged to the Ministry of Information.
- b) The message of the statement "Keep Calm and Carry on " applies exclusively to a war situation

2. In your own words, explain the following sentences from the text (Maximum 15 words each).

- a) "Keep calm and Carry on"
- b) "This message was typical of the nation's spirit during the Second World"

3. Find a synonym for the following words, according to their meaning in the text

- a) (Paragraph 1) Actually
- b) (Paragraph 2) proprietor
- c) (Paragraph 2) established
- d) (Paragraph 3) danger

4 Complete the following sentences. Use the appropriate form of the word in brackets, when given.

- a) Write the following in reported speech:
"We asked Mark Coop why this forgotten war slogan has become so popular"
He said that _____
- b) Mr. Coop made _____ money than Mr Manley because he sold _____ items.
- c) According to Mr Coop the slogan is _____ popular because it is _____ simple.
- d) If the poster _____ (not find) in that second-hand bookshop, we would have forgotten the slogan

5. Write about 50 words on one of the following topics. (Choose only one topic)

- a) The slogan that I will never forget
- b) Comment on : "Britons are a bit strange"