

PRUEBAS DE ACCESO A LA UNIVERSIDAD PARA ALUMNOS DE  
BACHILLERATO LOGSE

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INGLÉS. CÓDIGO 54

Hollywood Looks Overseas for Talent and Profit

In 2008, something happened at the Academy Awards (1) that had not happened since 1964. All the winners for best acting were from outside the United States.

Daniel Day-Lewis and Tilda Swinton are British. He won best actor for "There Will Be Blood"; she won best supporting actress for "Michael Clayton." French actress Marion Cotillard won the Oscar for best actress for "La Vie en Rose." And Spain's Javier Bardem won best supporting actor in "No Country for Old Men."

Hollywood is increasingly looking outside America's borders (2) for stars and profit (3). Jonathan Taplin is a professor at the USC Annenberg School for Communication at the University of Southern California. He says that today, about fifty-four percent of the ticket sales for Hollywood studios now come from outside the United States.

For the last three months of 2007, foreign sales (4) totalled about 880 million dollars. But there is fierce competition for each movie dollar.

Hollywood has lost market share in some places as other countries develop their own film industries. For example, in the mid-eighties, American films had eighty percent of the market in South Korea. Today that share is about forty percent.

Hollywood also faces competition from illegally copied movies, a major issue (5) to the Motion Picture Association of America (MPAA). The trade group estimated more than eighteen billion dollars in worldwide losses from piracy in 2005.

Hollywood reporter Alan Silverman says piracy has influenced how American movies are released. In the past, Hollywood studios waited months after the American release of a film to release it in foreign markets. Now, many aim to release films at the same time around the world.

PREGUNTAS (NO RESPONDER EN ESTA HOJA)

READ THE TEXT AND ANSWER THE FOLLOWING QUESTIONS. BE CAREFUL TO FOLLOW THE INSTRUCTIONS FOR EACH QUESTION.

1. Link each of the words or expressions listed below with one word or expression in the column (as numbered in the text) [1 mark]. Please copy the correct pair of words on your answer sheet, e.g. 'common and ...'

Frontier   selling   prize   matter   benefit

award (1) and ...

border (2) and ...

profit (3) and ...

sale (4) and ...

issue (5) and ...

2. Reading comprehension

2.1. Choose the best option [0.75 marks]. Please copy the complete correct option on your answer sheet.

About 54% of the ticket sales for Hollywood studios come from the United States.

About 54% of all movies are produced in Hollywood studios.

About 45% of the ticket sales for Hollywood studios now come from outside the United States

About 54% of the ticket sales for Hollywood studios come mainly from Europe and Asia.

2.2. Choose the best option [0.75 marks]. Please copy the complete correct option on your answer sheet.

Hollywood is not interested in looking outside America's borders for new actors and actresses.

Hollywood has rarely looked outside the US for new stars and new markets.

Hollywood is more interested than ever before in looking outside the US for stars and profit.

Hollywood has never been interested in looking outside the US for new talent and new markets.

3. Complete the sentences using information from the text [2 marks]. It is important that phrases from the text are not reproduced literally, unless this is unavoidable.

a) Hollywood star Javier Bardem was ...

b) Hollywood has lost market share because ...

c) Illegally copied movies are ...

d) More than eighteen billion dollars ...

4. Complete with one or more adequate words [1.5 marks]. Do not copy the complete text on your sheet, only the letter – (a), (b), (c), (d), (e), (f) – followed by the word or words that you find suitable for the gap. It is important that phrases from the text are not reproduced literally.

Foreign markets may also influence how people get their movies. Different nations ... (a) different levels of technology. Efforts to settle on ... (b) next-generation DVD got a lot of attention recently. Sony's Blu-ray technology for high-definition televisions won the competition with Toshiba's HD DVD format. Yet DVD sales have dropped ... (c) recent years. This may be a sign that people ... (d) increasingly getting their movies off the Internet. The Internet is another front in Hollywood's war on piracy. But more ... (e) that, it presents complex business questions for ... (f) industry now built mostly on DVD and ticket sales.

5. From the information in the text, what are Hollywood's main problems? (25-50 words) [2 marks]

You are expected to draw information from the text, but please use your own words.

6. Which do you think are the reasons for copying movies illegally? (25-50 words) [2 marks]. Express your own ideas by using your own words.