

**OLIMPIADA DE LIMBA ENGLEZĂ – ETAPA NAȚIONALĂ
DEVA
Aprilie 2024**

Probă scrisă

Limba engleză

CLASA A X-A - SECȚIUNEA B

- **Toate subiectele sunt obligatorii.**
- **Nu se acordă puncte din oficiu.**
- **Timpul efectiv de lucru este de 90 de minute.**

I. Read the text below and do the tasks that follow on your answer sheet. 10 points

Digital marketing has revolutionized the way businesses reach and engage with their target audiences in the digital age. This dynamic field encompasses a wide range of strategies and tactics aimed at promoting products, services or brands through digital channels such as websites, social media platforms, search engines, email and mobile apps.

One key audience targeted by digital marketing efforts is millennials, typically defined as individuals born between the early 1980s and the mid-1990s. This demographic group is highly tech-savvy and digitally connected, making them prime targets for online advertising and engagement. Millennials are known for their preference for authenticity, personalized experiences, and social responsibility, so digital marketers often **tailor** their campaigns to align with these values.

Another important audience segment is Generation Z, comprising individuals born in the late 1990s and early 2000s. Members of Gen Z have grown up in a digital-first world, making them even more comfortable and **adept** at navigating online spaces than previous generations. Digital marketers targeting Gen Z often prioritize visually engaging content, interactive experiences, and platforms like Instagram, TikTok, and Snapchat, which are popular among this demographic.

In essence, by understanding the unique characteristics and preferences of different audience segments, marketers can create more effective campaigns that **drive** engagement, conversions and, ultimately, business success.

A. Choose the right synonym for the words given below, according to their meaning in the text. 3 points

- | | | | | |
|-------------------|--------------|-------------|--------------|------------|
| 1. tailor: | a) fashion | b) modify | c) customize | d) render |
| 2. adept: | a) masterly | b) talented | c) artful | d) skilled |
| 3. drive: | a) stimulate | b) propel | c) energize | d) manage |

B. Rephrase the following sentences so as to preserve the meaning. Use the word given WITHOUT changing it. 3 points

1. This demographic group is highly tech-savvy and digitally connected, making them prime targets for online advertising and engagement. **GROUP**

If this demographic highly tech-savvy and digitally connected, they wouldn't be prime targets for online advertising and engagement.

2. Millennials are known for their preference for authenticity, personalized experiences, and social responsibility. **TO**

Millennialsauthenticity, personalized experiences, and social responsibility.

3. Marketers can create more effective campaigns that drive engagement, conversions, and ultimately, business success. **BY**

So marketers that they drive engagement, conversions, and ultimately, business success.

C. Four words have been removed from the summary of the text above. Choose the right words to fill-in the summary. There are four extra words which you do not need to use. 4 points

realizing, favours, achieving, catering, idealised, transformed, lessens, listening

Digital marketing has (1) how businesses connect with audiences in the digital era. Utilizing various strategies across platforms like social media and websites, marketers target tech-savvy millennials and Gen Z. Millennials prioritize authenticity, while Gen Z (2) visually engaging content. By (3) to these preferences, marketers drive engagement and conversions, (4) business success.

II. Use the word given in brackets to form a word that best fits in each sentence. 10 points

A slew of studies demonstrate the perils of clutter, and how organizing your environment can boost your mood and (1) (**PRODUCE**) and reduce stress and anxiety. So why is it so hard? Improved mental health is on the agenda for many people in 2024 and (2) (**CLUTTER**) and organizing is the preferred method of accomplishing it for a lot of them. One reason (3) (**ORGANIZE**) is so often tied to mental health is because it can have a (4) (**HARM**) effect on the way we see ourselves and the lives we lead. There's also a link between the stress hormone cortisol and living in a cluttered space and a (5) (**LIKELY**) that "clutter can lead to chronic anxiety disorders in some people," says Daniel Levitin, a (6) (**BEHAVIOUR**) neuroscientist at McGill University in Montreal, Canada. Part of the reason for this is that many of us recognize that "our homes may be messy because we feel overwhelmed and unorganized (7) (**MENTAL**)," says Natalie Christine Dattilo, a Boston-based clinical psychologist and instructor at Harvard Medical School. Tidy homes have been found to be a (8) (**PREDICT**) of physical health as well. "Those whose houses are cleaner are more active and generally have better physical health," says Libby Sander, an (9) (**ASSIST**) professor of organizational behavior at Bond University in Australia. Getting organized has also been shown to decrease one's stress levels, increase personal efficiency, and even improve sleep. Dattilo says that organization and tidying up "require decision-making, emotion regulation, (10) (**PRIORITISE**), and patience," but that the process can be learned and improved with practice.

III. For questions 1-10, read the text below and look carefully at each line. Some of the lines are correct and some have a word that should not be there. On your answer sheet, if a line is correct, put a tick (✓) by the number on your answer sheet. If a line has a word which should not be there, write the word down next to the number on your answer sheet.

10 points

- (0) ...*other*... Every other day, thanks to Bluetooth technology, people across the world can
 (00) ...✓ connect wirelessly to listen to music, check out a podcast, or watch a movie.
 (1) In the mid-1990s, its own developer—Intel engineer Jim Kardach—was trying
 (2) to think up over a name for the new technology. Reading about Viking history
 (3) at the time, he was so intrigued by a stone inscribed with runes that praised
 (4) the exploits of a 10th-century Danish king called Harald Bluetooth. The stone
 (5) described how Bluetooth had brought to the Danes together as one
 (6) people and conquered the Norway. "It occurred to me that his name would
 (7) make a good code name for the program," Kardach wrote. Other names
 (8) were considered, but the Viking ruler's name was stuck. Bluetooth technology
 (9) set out to conquer and connect the modern world, just as if King Bluetooth
 (10) had connected and conquered swathes of Scandinavia more than a thousand years before.

IV. Translate the following text into English.

10 points

Kétségbeesetten próbáltam megérteni, megkülönböztetni, de amikor sikerült két szótagot kiválogatnom, a harmadik kiesett, és kétségbeesett jóindulattal rombolta le a rosszul feltételezett jelentésemet. Hallgattam, és minden tisztánlátásomat, minden akaratomat megfeszítve igyekeztem meggyőzni magam, hogy ez nem lehetséges. Persze, meleg volt, rettenetesen meleg, de ettől függetlenül nem volt lehetséges, hogy ezeknek az embereknek a beszéde, az agya megolvadjon, mint a kő, nem volt lehetséges, hogy a mondatok szétfoszlanak, a gondolatok megnyúlnak és petyhüdten lógnak, nem volt lehetséges, hogy nincs, aki elkiabálja a figyelmeztetést, amit az imént még nem gondoltam, hogy ki kell adnom. Örömteli örület hangszerelte a járókelők elszabadult sikolyait, akik ide-oda rohanva mutogatták, nevetés üvöltése közepette, kinyújtott kezekkel, katasztrófákkal, és mindig egy újabb és újabb láthatatlan, és még totálisabb látványt kerestek.

(*Ana Blandiana, Fantasztikus történetek - "Az olvadt város"*)