

TAREA 1

PAPER IS BACK: WHY 'REAL' BOOKS ARE BACK

ANSWER BOX

SENTENCE	0	1	2	3	4	5	6	7	8
ANSWER	B	A	A	B	C	B	C	C	C

TEXTO (*Paper is back: why 'real' books are back*)

All praise paper, the book reading technology resurgent. Eight years after the first Amazon Kindle and five years since the first Apple iPad, lowly pressed wood pulp is back. **(SENTENCE 0) The consequence looks more like co-existence than conquest. For now.**

The latest numbers for 2015 book sales tell a surprising tale. As Publishers Weekly puts it, “the 2015 figures are further evidence that print books are selling better than they have since sales of eBooks exploded in 2010.” The paper book apparently hit rock bottom in 2012, **(SENTENCE 1) but has since recovered in categories from children’s books to adult non-fiction, and formats from paperback to hardcover.** Students, too, are rediscovering paper. Several studies – including one by tech-centric Hewlett-Packard – find a strong preference for printed textbooks, notably among those in college who have tried both types. In the HP survey, 57% preferred print; only 21% preferred an eTextbook.

(SENTENCE 2) As for eBooks, growth in incomes, according to the Association of American Publishers, was a mere 3.8% in 2014 compared to “unprecedented” growth in 2012. 2015 showed another nice, modest small increase of 5.6%. Depending on whose stats you believe, **(SENTENCE 3) eBooks that people actually pay for have settled in to represent slightly more than a quarter (27%) of all U.S. book sales, and perhaps up to a third (self-published author direct sales are harder to measure, and freebies are, well, not paid).** Why the resistance against pixels? It may be a combination of how we’re connected, and where eBooks and their devices still fail to connect with readers.

Comprehension

Multiple studies find that we humans seem to read differently when given the same text on a screen instead of on a page – and are distracted more easily – so less of what we read sticks. Researchers at James Madison University, for one, suspect that readers skim eBook pages quickly and repeatedly, while eye-tracking software shows paper books are read line-for-line. **(SENTENCE 4) The result is that understanding the content of eBooks “takes longer and requires more effort to reach the same level of comprehension.”**

Then add distractions. Lots of eBooks aimed at kids are packed with animations, games and other digital delights. The Joan Ganz Cooney Center at Sesame Workshop found **(SENTENCE 5) young kids recall a lot less of the eBook narrative than kids who read print versions of the same story.** Another study found young readers frequently skip eBook text, period, and move to the “fun” stuff.

Non-intuitive tools

If I were to ask how you’d remember a page or a passage in a paper book, you’d look at me as though I were an idiot. You’d grab a pen or highlighter and mark the words or write in the margins.

(SENTENCE 6) For eBooks, you actually have to figure out under which menu the right tool is, how to use it, what its limits are (can I export? save across devices?) and then finally apply it. And, unlike a real thumb or ink pen, how that tool works can vary by platform. Take the sticky note. One study from Ryerson University noted that readers felt they had to “remember to purposely search for the electronic sticky note, in contrast to the easily observable paper sticky note.” Yes, eBook tools are better than they used to be. But my pen remains mightier than your silicon.

Human factors

I’m not going to play this down: Some people still like the feel of a book, even the *smell* of a book. The physical act of opening a thick cover and listening to the crackle of pages is part of the enjoyment. And there is also brilliant, large cover art and the ever-present reminder that you *own* a book, not because it shows up in a text list or thumbnail art when you log in to your Kindle inventory, but because it’s in your face, on a shelf. **(SENTENCE 7) About ownership. Recall Amazon’s ability to modify or remove an eBook without a buyer’s permission? The Ryerson study concluded that readers perceived digital content as less permanent. Physical books were under their, not “publishers or IT developers,” control.**

This isn’t to say all is good for paper books. The biggest damage in 2015 was the continued slide in mass market paperback sales, down 10.3% during a time period when every other format was going up.

Those palm-sized soft cover books are traditionally the domain of adult genre fiction, like romance, fantasy and mystery. **(SENTENCE 8) Self-published eBook authors have focused on genre categories, too, likely diverting what would have been physical book sales. For that kind of fiction, the years-long paper massacre hasn’t ended.**

But as Mark Twain might opine, reports of paper books’ death have been greatly exaggerated. The near-term future won’t be paper-or, but paper-and, pixel. Until the two are indistinguishable in terms of features, factors and feel.

TAREA 2

TOP 10 ICONIC TRAVEL EXPERIENCES

ANSWER BOX

SENTENCE	A	B	C	D	E	F	G	H	I	J
PARAGRAPH	4	8	2	10	5	7	1	---	9	6

Paragraph without a sentence: 3

TEXTO (*Top 10 Iconic Travel Experiences*)

Yoga in India, cooking in Vietnam - in this extract from Lonely Planet's 1000 ideal travel experiences, we find those 10 iconic experiences that are as special as the place they're from.

- Hawaii, USA.** Polynesia was the birthplace of surfing – wave sliding was first observed here by Europeans in the 18th century – but Hawaii remains the focal point for **(G) the world's coolest lifestyle**. Plenty of surf schools and instructors will patiently teach you how to paddle into a wave and, critically, learn to stand and ride at beginner spots such as Waikiki Beach and Puena Point.
- Hoi An, Vietnam.** The Red Bridge Restaurant and Cooking School is one of many restaurants offering courses to meet the growing demand for tutorials in quality Vietnamese cuisine. One-day and half-day cooking tours will match your culinary skills, from non-existent to cordon bleu. **(C) Starting with a trip to a local market**, you'll then return to the restaurant for an expert demonstration before putting your new-found knowledge into practice.
- Crow Canyon, USA.** Crow Canyon Archaeological Center offers up to 11 trips annually for those willing to get their hands dirty as they play around with amateur archaeology. Visitors' accommodation is in one of 10 'hogans', circular wooden huts built in the traditional Navajo style. The campus is part of a site that was occupied by Ancestral Puebloans of Mesa Verde more than 1000 years ago.
- Rishikesh, India.** A trip to the birthplace of yoga is an obvious choice if you're looking for a mystical experience. Not only does yoga promote relaxation through meditation; research conducted by the University of Texas has revealed **(A) it can help ease the negative side effects of cancer treatment**. At Rishikesh, in the serene foothills of the Himalayas, special peaceful and private places invite novices to practice stretching, breathing and contemplation alongside qualified yogi masters.
- Patagonia, Argentina.** The small town of Bariloche, surrounded by glacial lakes, forests and the valleys and mountains of the Andes, is so inspiring **(E) you'll probably learn more Spanish here in a month than you might elsewhere in a whole year**. Bariloche is the base for most Patagonian language schools, so there's always a good mix of international students should you wish to slow down from speaking Spanish.
- Kyoto, Japan.** Anyone looking to succeed using the traditional characters of Japanese calligraphy will find the course run by the Women's Association of Kyoto **(J) simultaneously frustrating and rewarding**. Calligraphy written in Japanese is not at all easy, so you'll need to keep focused if you want to make your instructor proud. After receiving a lecture about the history of the Japanese literary art form, you will be shown and told how it's done.
- Marin County, USA.** Thanks in large part to the pioneering efforts of bike designer Joe Breeze, Marin County has become famous worldwide as the birthplace of mountain biking. Located just north of San Francisco, there's no more rocky or exciting arena to develop a passion for downhill riding. **(F) Throughout summer, many tour operators offer training to kids**, women, amateurs and professionals.
- Shaolin Temple, China.** Every year foreigners can apply to attend classes at the Shaolin Temple, in China's Henan province. Learners at the 1500-year-old monastery, the birthplace of kung fu, **(B) embark on a strict learning experience led by extraordinarily disciplined 'warrior-monk' tutors**. You won't notice who you're sharing a dorm with, as the severe regime starts at 8.30am and lasts until at least 7pm.
- Esingeni, South Africa.** If you can last a one-week survival course in South Africa's countryside, then chances are **(I) you'll emerge feeling more human than you've ever felt before**. Qualified field experts lead small-group tours from the Esingeni Bush Camp, based on a private animal reserve. Participants learn how to construct a shelter, make a fire, locate and prepare food, and extract water from plants.
- Cadmalca, Peru.** At the Cadmalca Community Lodge, a simple but potentially life-saving ecoproject allows travellers to do something challenging and useful, while becoming immersed in a culture they would otherwise find difficult to access. In return for being given accommodation and shown around by a local host family, **(D) visitors will get the construction materials for a cooking stove** that's ideally suited to high altitude conditions – and then build it.

(Adapted from lonelyplanet.com, (<http://goo.gl/hljV3L>), February 2016, 720 words)