



GARA NAZIONALE AFM 2019 PROVA DI INGLESE

A. Read the following article and do the activities below:

Who Are Online, Recruited by Advertisers and 4 Years Old? Kidfluencers

Brands are giving lucrative endorsement deals to young children on YouTube and Instagram, raising questions about whether their young followers should be seeing that kind of marketing. Samia was an influencer before she could talk. Her parents are influencers themselves and began chronicling Samia's impending arrival on YouTube and Instagram in 2014, once her mother learned she was pregnant. Samia is now 4 and has 143,000 followers on Instagram and 203,000 subscribers on YouTube. Her feeds are mostly populated with posts of her posing and playing, but they also feature paid promotions for brands like Crayola and HomeStyle Harvest chicken nuggets.

Welcome to the world of kidfluencers. Brands have flocked to influencers – individuals, famous or not, with large followings on social media – for years, hoping their online popularity will prompt their fans to buy the products they vouch for. Then child influencers started appearing on their parents' profiles, a surreal but seemingly harmless offshoot of this phenomenon. Now, advertisers like Walmart, Staples and Mattel are bankrolling lucrative endorsements deals for toddlers and tweens with large followings and their own verified profiles on YouTube and Instagram. As a result, children too young to make their own accounts on the platforms are being turned into tastemakers. Instagram, owned by Facebook, and YouTube, which is part of Google, are designed for adults in large part because of a federal privacy law that protects children under 13. Bios for many of the younger influencers on Instagram note that the pages are "run by parents," and YouTube channels are presumably registered to their guardians. Because they say their platforms are 13-and-older zones, technology companies do not have to comply with federal rules that limit targeted advertising and data collection. But Josh Golin, executive director of the Campaign for a Commercial-Free Childhood, said the companies had no incentive to keep children off the sites. And as TV ratings continue to fall and children spend more time online, advertisers are spending more money to reach them there. That can mean big money for the families of kidfluencers, from \$25,000 to \$50,000.

YouTube came under fire after lewd comments by pedophiles were discovered on innocent videos of children; the company has since said it will suspend comments on most videos of minors. It remains to be seen if disabling comments will hurt the kind of connections kidfluencers try to establish with their fans.

Advocates say the techniques used by brands can deceive children, who are in the early stages of understanding and recognizing advertisements. Children's television has rules that separate ads from content but the internet doesn't. YouTube has its own guidelines for children's advertising, but they are often hard to police. For example, the YouTube Kids app, designed for children 12 and under, is not supposed to contain sponsored content, but several paid advertorial videos were found. "It is very manipulative of young children," said Kathryn Montgomery, a professor emerita at American University's School of Communications. "With this form of promotion and advertising, there is a purposeful blurring of those lines."

As for the children, it can be tough for them to understand how much of a fuss they're creating.

Source: *The New York Times* - March 1, 2019



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1. Find words or phrases underlined in the text which mean the following

1. something that develops from something else _____
2. recording of events in the order in which they happened _____
3. supporting financially _____
4. children who are just beginning to walk _____
5. becoming unclear or indistinct _____
6. control _____
7. make sb believe sth that is not true _____
8. obey _____
9. assert or confirm _____
10. gathered, moved together in great numbers _____

...../10

2. Are these statements true or false? Correct the false ones

	T	F
1. Brands have been targeting social media influencers for a long time	<input type="checkbox"/>	<input type="checkbox"/>
2. Samia's parents started posting videos of her daughter after her birth	<input type="checkbox"/>	<input type="checkbox"/>
3. The US have no federal rules which apply to technology companies	<input type="checkbox"/>	<input type="checkbox"/>
4. Tv and Internet advertising have the same rules	<input type="checkbox"/>	<input type="checkbox"/>
5. YouTube has recently decided to suspend all videos of minors	<input type="checkbox"/>	<input type="checkbox"/>

.... /10



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3. Give your opinion on the topic in about 80-100 words. Discuss the following questions:

- Should children be social media influencers? Why or why not?
- Should parents allow their children to be child influencers?
- Should there be more regulations for the internet and social media to protect children?

...../30



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B. Read the following business letter and do the activities

THE CELLAR
Camden Town
LONDON N18 3KYR
Tel. +44 674960423
Email: info@thecellar.co.uk

15th April, 2019

AZIENDA AGRICOLA
SANTA SOFIA S.a.s
Via Monteverde, 25
37020 Pedemonte (Vr)
ITALY

Dear Sir/Madam,

Your company was recommended to us by one of our Italian suppliers, who spoke highly of the quality of your wines.

We own a chain of restaurants in England and we are thinking of offering our customers a good selection of first rate Italian wines. We know that the terroir where you operate is among the best for the production of excellent wine.

We would be interested in receiving a full price list of your products together with information about your usual sales terms. We would also like to know if it would be possible to visit your vineyard and production premises sometime in early May to sample your wine.

If the quality of your products is up to our expectations and your terms are competitive, we will place regular orders with you in the future.

We look forward to hearing from you.

Best regards,

Paul Hill

Chief Buyer





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1. Match each word in column A to its synonym in column B:

A

B

- 1) first-rate
- 2) grant
- 3) reasonable
- 4) firm
- 5) produce
- 6) fulfil
- 7) apply
- 8) stress
- 9) substantial
- 10) advantageous

- a) competitive
- b) execute
- c) allow
- d) excellent
- e) manufacture
- f) satisfactory
- g) considerable
- h) refer
- i) point out
- j) company

...../10

2. Write the REPLY Azienda Santa Sofia sends the English company.

.../40

Total...../100

La durata della prova è di due ore.

E' consentito l'uso del dizionario inglese monolingue.