



FREISTAAT THÜRINGEN

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LEISTUNGSFACH

ENGLISCH

(HAUPTTERMIN)

TEIL B

Wählen Sie von den zwei Textaufgaben **eine** zur Bearbeitung aus.

Bearbeitungszeit: 240 Minuten

Hilfsmittel: Einsprachiges Wörterbuch

Die maximale Anzahl der Bewertungseinheiten beträgt 40 BE.

Die angegebenen BE beinhalten die Bewertung für die inhaltliche und die sprachliche Leistung.

ÖFFNUNG AM 28. APRIL 2010

Task 1

(Text “The decline and fall of books” on pages 4 to 6)

Do the following tasks, using your own words as far as appropriate.

Write a text in which you contrast the decline and fall of traditional bookshops with the new trends and their advantages in the publishing, printing and selling of books.

Analyse the author’s view about recent developments in the book industry and the language he employs.

“If you are a lover of well-stocked bookshops, then you should enjoy them while you can.”

Discuss the pros and cons of traditional bookshops. Write at least 350 words and count your words.

40 BE

Task 2

(Extract from: “Never Let Me Go” on pages 7 to 9)

Do the following tasks, using your own words as far as appropriate.

Illustrate the central conflict depicted in this extract.
Describe and evaluate Tommy’s and the other characters’ behaviour.
Examine the style and explain its effect on the reader.

“Human dignity is inviolable. It must be respected and protected.”

(Article 1 of the Charter of Fundamental Rights of the European Union)

Reflect on this quotation. Write at least 350 words and count your words.

40 BE

Task 1
Text**The decline and fall of books**

Like so many prototypes of supposedly revolutionary inventions, the Espresso Book Machine (EBM) fails to impress. Sited in a branch of Blackwell's¹ in Charing Cross Road, London, the machine resembles an oversized photocopier with extra bits. Can this be part of, as a Blackwell's executive has claimed, "the biggest change since
5 Gutenberg"?

It is an attractive idea. Wouldn't it be marvellous to go into a shop knowing that if the book you wanted was not in stock, you could get it printed specially for you? Or that you could browse the catalogue and get copies of whatever you fancy in minutes. Blackwell's claims that the EBM offers 400,000 titles, which are digitised² texts from
10 libraries and other sources. On receiving an order, the machine takes about 20 minutes to set up the file and then prints a perfectly acceptable paperback book in five minutes. A 400-page book costs about £9. [...]

On May 6, 2009, Amazon unveiled a new Kindle e-reader (a widescreen version of the handheld device for reading electronic books). "You never have to pan, you never
15 have to zoom, you never have to scroll. You just read." said Jeff Besos, Amazon's chief executive, at the New York launch. It is yet another indication that the book industry could do with a new way of distributing and selling books.

Booksellers are struggling to make a go of shops with large ranges of slow-turning stock, and they are paying prohibitive rents. Leading publishers are gambling scary
20 sums of money on books by top authors and celebrities and struggling to underpin their lists with less glamorous titles. Authors, unless they are talented or lucky enough to make the bestseller lists, look on as these firms' ever fiercer battles over dwindling margins eat into royalty payments.

No doubt future generations of the EBM will be less clunky. Then the machine will be
25 well adapted to conform to the theory advanced by Chris Anderson, the author of *The Long Tail*. Businesses would thrive, Anderson argued, by supplying deep ranges of items, many of them selling in small quantities to niche audiences. Amazon is an example. The internet retailer promotes bestsellers heavily, with deep discounts. But it

really scores in offering a huge catalogue of titles – many more than a terrestrial³
30 bookshop can stock. [...]

The effects of Amazon's activities can be seen all around Blackwell's on Charing
Cross Road, once the heart of London bookselling. Now only Foyles, Borders⁴ and
Blackwell's remain. [...]

A visit to Blackwell's on a weekday afternoon illustrates another problem for
35 terrestrial booksellers. There are fewer than ten customers in the shop. They have the
run of thousands of square feet of selling space and of thousands of titles. Many of
these titles attract buyers just two or three times a year, and those long-awaited sales
may bring in no more than the price of a paperback. Meanwhile, Blackwell's is paying
premium rents.

40 Booksellers have managed to make profits from this bizarre business model by
balancing new titles, which sell quickly, with deep ranges of stock. The bestsellers pull
in customers and generate instant turnover and profits, the backlist⁵ ensures continuing
custom. The problem now is that profits from the bestsellers have sharply declined.
[...]

45 In spite of the scary economics, celebrity books and other blockbusters have made a
lot of money for publishers in the past few years. Will our appetite for such books be
as strong in a credit crunch? It must be doubtful. Publishers are praying that the trend
can survive, however, because the economics of the rest of their businesses is also
looking dodgy.

50 The publishing model has a lot in common with the bookselling one: in theory, the
bestselling titles bring in the turnover and profits and the rest of the list provides the
bedrock of the business. But publishing the so-called "midlist", or any book that does
not come with some kind of marketing angle has become more difficult. [...]

Practices that have been normal in the book industry for years are becoming
55 unsustainable. You pay an author an advance – say £15,000 – that is probably too
large, even though it is too small as recompense for what may have been a year's
work. You print 1,000 hardbacks and manage to sell 800 copies to booksellers. Lorries
bring them to your warehouse and take them out again to the shops. The book gets a
few reviews, but no recognition from prize jurors. Half of the copies come back and
60 then, along with the 200 that never left, get pulped. A year later, the paperback comes

out. Richard and Judy⁶ fail to recommend it, the booksellers do not select it for their three-for-two promotions⁷. The lorries go to and fro again and more books get pulped. No wonder publishers are looking for new authors through low-cost ventures. [...]

65 This is where digital technology, such as the EBM and electronic devices, including the Sony Reader, comes in. Printing thousands of books that sit in warehouses or on booksellers' shelves, only to be pulped, is unsustainable. But remember the long tail: there may be a demand, albeit "niche", for these texts. It makes sense to create digital files that can be downloaded or printed according to demand. [...]

70 Perhaps the digital revolution will decentralise publishing and bookselling, as Gutenberg's movable type did in the 15th century. Publishing, printing and bookselling may come together again. Will the bookshop of the future consist of a few hundred bestsellers and a print-on-demand machine? [...]

75 A Gutenberg-style revolution is not, on this evidence, expected in the next few months. But if you are a lover of well-stocked bookshops, then you should enjoy them while you can.

By Nicholas Clee

From: The Times, May 7, 2009

Annotations:

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|---|--------------------------|---|
| 1 | Blackwell's | bookshop |
| 2 | to digitise | to change data into a digital form that can be easily read and processed by a computer |
| 3 | terrestrial | <i>here:</i> traditional |
| 4 | Foyles, Borders | names of bookshops |
| 5 | backlist | the list of books that have been published by a company in the past and are still available |
| 6 | Richard and Judy | an Internet bookclub |
| 7 | three-for-two promotions | to buy three books for the price of two |

Task 2
Text

Extract from: Never Let Me Go

“He doesn’t suspect a thing. Look at him. He really doesn’t suspect a thing.”

When Ruth said this, I looked at her and searched for signs of disapproval about what the boys were going to do to Tommy. But the next second Ruth gave a little laugh and said: “The idiot!” [...]

5 We were gathered around the windows at that moment not because we relished the prospect of seeing Tommy get humiliated yet again, but just because we’d heard about this latest plot and were vaguely curious to watch it unfold. [...]

When I saw Tommy rushing about the football field, undisguised delight on his face to be accepted back in the fold again, about to play the game at which he so
10 excelled, maybe I did feel a little stab of pain. What I do remember is that I noticed Tommy was wearing the light blue polo shirt he’d got in the Sales¹ the previous month – the one he was so proud of. I remember thinking: “He’s really stupid, playing football in that. It’ll get ruined, then how’s he going to feel?” [...]

15 The other boys were all moving around the field in that deliberately languorous² way they have when they’re warming up, but Tommy, in his excitement, seemed already to be going full pelt³. [...]

Then the boys had stopped kicking the ball about, and were standing in a pack in the mud, their chests gently rising and falling as they waited for the team
20 picking to start. The two captains who emerged were from Senior⁴, though everyone knew Tommy was a better player than any of that year. They tossed for first pick, then the one who’d won stared at the group.

“Look at him,” someone behind me said. “He’s completely convinced he’s going to be first pick. Just look at him!”

25 There *was* something comical about Tommy at that moment, something that
made me think, well, yes, if he's going to be that daft, he deserves what's
coming. The other boys were all pretending to ignore the picking process,
pretending they didn't care where they came in the order. Some were talking
quietly to each other, some re-tying their laces, others just staring down at their
30 feet as they trampled on the mud. But Tommy was looking eagerly at the Senior
boy, as though his name had already been called.

Laura kept up her performance all through the team-picking, doing all the
different expressions that went across Tommy's face: the bright eager one at the
start; the puzzled concern when four picks had gone by and he still hadn't been
35 chosen; the hurt and panic as it began to dawn on him what was really going on.
I didn't keep glancing round at Laura, though, because I was watching Tommy;
I only knew what she was doing because the others kept laughing and egging her
on. Then when Tommy was left standing alone, and the boys all began
sniggering, I heard Ruth say: "It's coming. Hold it. Seven seconds. Seven, six,
40 five ..."

She never got there. Tommy burst into thunderous bellowing, and the boys, now
laughing openly, started to run off towards the South Playing Field. Tommy
took a few strides after them – it was hard to say whether his instinct was to give
angry chase or if he was panicked at being left behind. In any case he soon
45 stopped and stood there, glaring after them, his face scarlet. Then he began to
scream and shout, a nonsensical⁵ jumble of swear words and insults. He was just
raving, flinging his limbs about. Each time he stamped the foot back down
again, flecks of mud flew up around his shins. [...]

"I suppose it is a bit cruel," Ruth said, "the way they always work him up⁶ like
50 that. But it's his own fault. If he learnt to keep his cool, they'd leave him alone."

"They'd still keep on at him," Hannah said. "Graham K.'s temper's just as bad,
but that only makes them all the more careful with him. The reason they go for
Tommy's because he's a layabout." [...]

Tommy was still going strong⁷ as we came out of the pavilion. The house was
 55 over to our left, and since Tommy was standing in the field straight ahead of us,
 there was no need to go anywhere near him. In any case, he was facing the other
 way and didn't seem to register us at all. All the same, as my friends set off
 along the edge of the field, I started to drift over towards him. I knew this would
 puzzle the others, but I kept going – even when I heard Ruth's urgent whisper to
 60 me to come back. [...]

“Tommy,” I said, quite sternly. “There's mud all over your shirt.”

“So what?” he mumbled. But even as he said this, he looked down and noticed
 the brown specks, and only just stopped himself crying out in alarm. Then I saw
 the surprise register on his face that I should know about his feelings for the
 65 polo shirt.

“It's nothing to worry about,” I said, before the silence got humiliating for him.
 [...] He went on examining his shirt, then said grumpily: “It's nothing to do
 with you anyway.”

He seemed to regret immediately this last remark and looked at me sheepishly,
 70 as though expecting me to say something comforting back to him. But I'd had
 enough of him by now, particularly with the girls watching – and for all I knew,
 any number of others from the windows of the main house. So I turned away
 with a shrug and rejoined my friends. [...]

From: *Never Let Me Go* by Kazuo Ishiguro, Faber and Faber, London 2005

Annotations:

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|---|----------------|---|
| 1 | the Sales | when a shop sells its goods at a lower price than usual |
| 2 | languorous | lazy, relaxed, not energetic |
| 3 | full pelt | moving as fast as possible |
| 4 | Senior | (at British schools) students at the age of 15/16 |
| 5 | nonsensical | ridiculous, with no meaning |
| 6 | to work sb. up | to make sb. very angry and upset |
| 7 | to go strong | to continue to be active |