**Midterm Test of Reading in Professional Context**

**2019/90 minutes**

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1. ***Read the text and answer the questions below***

**International Marketing Mistakes**

**Chicken in China**

The slogan for KFC (Kentucky Fried Chicken) used to be “finger-lickin’ good.” This meant that the chicken tasted good—*so* good that you would want to lick your fingers that held a piece of it. The unfortunate translation of this slogan into Chinese was “eat your fingers off.”

**Mineral Water**

One brand of Italian mineral water is Traficante. There was no problem with this in Italy. However, there *was* a problem when the company wanted to sell its product in some other countries. Unfortunately, in Spanish, *traficante* means “drug dealer” – someone who sells drugs illegally.

**Nike Shoes**

Nike once filmed a TV commercial in Kenya. The camera closed in on a tribesman who spoke in his language, Maa. The famous Nike slogan appeared on the TV screen: “Just Do It.” However, in his own language, the Kenyan was actually saying something different: “I don’t want these. Give me big shoes.” The commercial was intended for TV in the United States, so the company didn’t change it.

**Samarin for Upset Stomachs**

Samarin is a Swedish medicine for stomach problems. Several years ago, the company had a magazine ad in three sections, like a comic strip. It showed a man on the left. He was holding his stomach and looked sick. In the middle section, he was drinking a glass of Samarin. In the section on the right, the man was smiling. The company probably wishes that it had asked for the opinion of Arabic speakers before it began this advertising program in the Middle East. People read Arabic from right to left. Therefore, many potential customers saw the ad and thought, “This product will make me sick.”

**Gerber Baby food**

For many years, there has been a picture of a cute baby on every jar or Gerber baby food. However, this was a problem when Gerber began to sell its product in Africa. There are people who cannot read in some areas of Africa. For this reason, it is the custom to put pictures on the labels to show what product is inside. Imagine the horror of people there when they saw their first jar.

**Source:** Marketing Translation Mistakes (<http://www.i18nguy.com/translations.html>)

1. What does ‘finger-lickin’ good’ means?
2. What is the problem with KFC add at China?
3. What is traficante?
4. What is the problem in Nike Shoes ad in Kenya?
5. What happened to Samarin in Middle East?
6. What is your solution to the problem of Gerber baby food in Africa?
7. What is the main idea of the text?
8. What is your opinion of advertisement. Is it important?
9. Where can we find the advertisement?
10. Do you have a favorite ad? Why?
11. ***What is your opinion about the comic strip below?*** ***Describe in one paragraph.***
12. ***Read the sentences below and match the definitions.***
13. correct
14. employer
15. get
16. position in society
17. situation that requires difficult action or thought
18. stay away from
19. system for counting an amount
20. things that happen

-------- 1. The IQ test is a **measure** of intelligence. The test’s score indicates the level of a person’s intelligence.

-------- 2. In today’s world, **events** 10,000 miles away can seem as close as something happening next door.

-------- 3. Globalization creates a new **challenge** for everyone who does business internationally.

-------- 4. How can people **acquire** the ability to feel at home in other culture?

-------- 5. It’s important to know the **appropriate** social behavior for different situations.

-------- 6. In that company, the **boss** listens to the opinions of the workers, but he makes the decisions himself.

-------- 7. People with high **status** usually have more money or power than people with low status.

-------- 8. I hope to **avoid** trouble or dangerous situations.

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