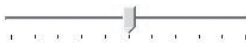


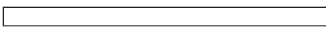
Highlight correct summary

This is an item type that integrates listening and reading skills, and requires you to understand, analyze and combine information from a recording, and then identify the most accurate summary of the recording.

You will hear a recording. Click on the paragraph that best relates to the recording.

Status: Beginning in 10 seconds.

Volume 



- ☐ Unless major oil consumers invest in exploration now (which would be the first time major funds have been invested since 1964) global oil production will level out and be unable to meet increased demands from India and China.
- ☐ With the continuation of improvements in technology, geology, and with government support, there is little doubt that further major reserves of oil will be found in the near future. This should result in sustainable oil supplies for a further 150 years.
- ☐ While we are not about to run out of oil, we are certainly past the peak of oil production, which occurred about 40 years ago. This is despite improvements in technology, geology, and with tax-subsidized investment in exploration.
- ☐ Oil consumption reached its first peak in 1964. Since that time the world has become increasingly dependent on oil. It is unlikely that there will be any new major oil discoveries in the immediate future or at any subsequent time.

Item Type Strategies

Strategy 1

You only have ten seconds before the recording starts playing. Skim over the paragraphs to obtain the overall meaning of the recording you will hear.

Strategy 2

When the recording starts, make effective notes organized in a general outline. Focus on the main ideas and leave out descriptions and explanations. Try to identify the topic sentence.

Strategy 3

Re-read your notes and very quickly summarize all the information in your head. Then focus on each paragraph and reject the wrong ones as you compare each one to your notes and the summary you have created in your head.

Explanation and Practice of Each Strategy

Strategy 1

You only have ten seconds to go through the paragraphs to find out what the recording is about. While you are skimming the texts, you should think about the topic and make a mental note of some keywords. You should not try to understand every word as each paragraph is up to 60 words in length. Identifying and thinking about the topic is the best way to concentrate on listening when the recording starts.

To practice this strategy, do the following activities:

- Look at Item 1 and give yourself ten seconds to quickly skim through the text. Then do not look at it again, and identify the topic.
- Then try to remember as many keywords as you can and write these words down.

Strategy 2

Think about what makes a good summary, i.e., it briefly restates the key ideas or the most important information in a passage. The main idea may be introduced in a topic sentence, which can either be at the beginning of the passage or anywhere else. Sometimes, the main idea is not directly stated, but is implied. You should listen carefully to all the details and try to work out the main idea.

Remind yourself of the note-taking techniques you practiced for the Re-tell lecture item type. You should try to create a general outline of the main idea(s) with supporting points and not too many details.

To practice this strategy, do the following activities:

- Get someone to read out the following text to you, and identify the topic sentence and the main idea:

So what influences consumers in different parts of the world? Many factors affect how we, as individuals and societies, live, buy and consume. And it should be readily apparent that culture has a profound impact on the way consumers perceive themselves, the products they buy and consume, and the processes by which those products should be purchased, and the organization that sells those products.

(topic sentence: *Many factors affect how we, as individuals and societies, live, buy and consume.*)

- Get the same person to read out the text again and take notes following a clear outline. Then compare your notes to the example below, e.g.:

influences > consumers
many factors
culture – profound impact on:
 – *perceive themselves*
 – *products they consume*
 – *processes of purchase*
 – *organization selling them*

Strategy 3

Once the recording finishes in the actual test, you should quickly go through your notes and try to connect the information in your outline and summarize it in your heads. You should not add more information, but quickly move to the paragraphs on the screen. Then you should focus on each paragraph and reject the wrong ones as you compare each one to your notes and the mental summary you have created. This should be done very quickly, within a minute or so, as the timer for the listening part will continue running.

To practice this strategy, do the following activities:

- Look at your notes again quickly and summarize them verbally.
- Now look at the four summaries for Item 1 again, read them carefully and reject the wrong ones.
- Then go through the explanations for Item 1.

Respond to a Highlight Correct Summary Item

You will now respond to a test item simulating the test conditions. You will have ten seconds to skim the summaries, then listen to the recording, and 60 seconds to give your response. Remind yourself of the three strategies for this item type and apply them.

Play the audio (L16_Highlight_correct_summary_2) and respond to Item 2.

Assess your Response

Were you able to use the strategies? Which one was the most difficult to apply? Which one was the most useful?

Read the answer and explanations for Item 2 and compare with your response.

Item 1

You will hear a recording. Choose the paragraph that best relates to the recording.

- ☐ Culture throughout the world plays a mutually beneficial role in the consumer markets of a society. Through culture, consumers are able to identify the products most important to them, and at the same time, culture is able to adapt to what buyers and sellers desire at any given moment.
- ☐ Throughout the many cultures found in the world, consumers have behaved predictably. While each society may have different values, the level of consumption as compared to other cultures is relatively equal. Globalization ensures that consumers adopt the same process when buying goods and services.
- ☐ The way a consumer buys, uses, and values a product is independent of cultural influence. A consumer may purchase desired products and still practice the beliefs and customs of their culture. Even the organizations responsible for bringing various products to consumers operate without regard to cultural sensitivities.
- ☐ Consumers in different cultures value different things. These values, which can be unique from one culture to the next, impact not only what kinds of products these consumers buy, but also who they buy them from, how they buy them, and for what uses and reasons.

Item 1: Answer Key and Explanations

Incorrect

Culture throughout the world plays a mutually beneficial role in the consumer markets of a society. Through culture, consumers are able to identify the products most important to them, and at the same time, culture is able to adapt to what buyers and sellers desire at any given moment.

Explanation: This response is incorrect because the speaker indicates that culture affects what products people buy. The speaker does not state or imply that organizations that sell products have an effect on culture.

Incorrect

Throughout the many cultures found in the world, consumers have behaved predictably. While each society may have different values, the level of consumption as compared to other cultures is relatively equal. Globalization ensures that consumers adopt the same process when buying goods and services.

Explanation: This response is incorrect because the recording directly contradicts this summary as the speaker says that culture affects the processes by which consumers purchase products, implying that culture informs values and thereby influences purchasing. There is no discussion of the predictability of consumer behavior or the level of consumption.

Incorrect

The way a consumer buys, uses, and values a product is independent of cultural influence. A consumer may purchase desired products and still practice the beliefs and customs of their culture. Even the organizations responsible for bringing various products to consumers operate without regard to cultural sensitivities.

Explanation: This response is incorrect because the speaker indicates that culture “has a profound impact” on which products consumers buy and use, how they buy them, and which organizations they buy them from.

Correct Answer

Consumers in different cultures value different things. These values, which can be unique from one culture to the next, impact not only what kinds of products these consumers buy, but also who they buy them from, how they buy them, and for what uses and reasons.

Explanation: This response is correct. The speaker says “culture has a profound impact on ... the products they buy and consume” which implies that culture influences consumer decisions, leading people from one culture to make different purchases from those in another culture. According to the recording, culture also affects “the processes by which those products should be purchased, and the organization that sells those products” which addresses “how they buy them” and “who they buy them from.”

Item 2

You will hear a recording. Choose the paragraph that best relates to the recording.

- ☐ Unless major oil consumers invest in exploration now (which would be the first time major funds have been invested since 1964) global oil production will level out and be unable to meet increased demands from India and China.
- ☐ With the continuation of improvements in technology, geology, and with government support, there is little doubt that further major reserves of oil will be found in the near future. This should result in sustainable oil supplies for a further 150 years.
- ☐ While we are not about to run out of oil, we are certainly past the peak of oil production, which occurred about 40 years ago. This is despite improvements in technology, geology, and with tax-subsidized investment in exploration.
- ☐ Oil consumption reached its first peak in 1964. Since that time the world has become increasingly dependent on oil. It is unlikely that there will be any new major oil discoveries in the immediate future or at any subsequent time.

Item 2: Transcript

We're not running out of oil. The first thing that one can say with absolute confidence is that we're not about to run out of oil, we are definitely not. But what we are approaching is the end of the first half, and this is one way to describe it and this chapter in history lasted about a hundred and fifty years since the first oil was produced. And we're coming to the end of that, and you have to find oil before you can produce it, and when we look back into history we can find that the peak of discovery was in 1964, and that the discovery of oil has been falling ever since, relentlessly, em and its been falling despite the world wide search, always aimed at the biggest and best prospects, no one's looking for the smallest and the worst, the biggest and the best. It's been falling despite amazing technological and geological advances, we understand this business so much more than we did. And finally, it's been falling despite a very happy economic environment, whereby most of the cost of exploration is written off against tax. So I would say in view of all of those incentives, and all of those benefits, if discovery has actually been falling relentlessly, er, there is no good reason to think that this trend is going to change direction. So in other words we've passed the peak.

Item 2: Answer Key and Explanations

Incorrect

Unless major oil consumers invest in exploration now (which would be the first time major funds have been invested since 1964) global oil production will level out and be unable to meet increased demands from India and China.

Explanation: This response is incorrect. The speaker says “the peak of [oil] discovery was in 1964” and “the discovery of oil has been falling...despite the world wide search” and all of the advances and tax incentives. The speaker does not mention India or China and says nothing about increased demand.

Incorrect

With the continuation of improvements in technology, geology, and with government support, there is little doubt that further major reserves of oil will be found in the near future. This should result in sustainable oil supplies for a further 150 years.

Explanation: This response is incorrect. The speaker says “oil discovery has been falling...despite amazing technological and geological advances,” and “there is no good reason to think that this trend is going to change direction.”

Correct Answer

While we are not about to run out of oil, we are certainly past the peak of oil production, which occurred about 40 years ago. This is despite improvements in technology, geology, and with tax-subsidized investment in exploration.

Explanation: This response is correct. The speaker asserts, “We’re not running out of oil” at the beginning of the recording. The speaker then says that the peak of oil discovery was in 1964, and that the rate of oil discovery “has been falling ever since” despite “amazing technological and geological advances.” He also mentions that “most of the cost of exploration is written off against tax.”

Incorrect

Oil consumption reached its first peak in 1964. Since that time the world has become increasingly dependent on oil. It is unlikely that there will be any new major oil discoveries in the immediate future or at any subsequent time.

Explanation: This response is incorrect because the speaker does not discuss the world’s dependence on oil.