

Kand.-Nr.: \_\_\_\_\_

Name, Vorname: \_\_\_\_\_

Note:
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Punktemaximum: 60 Punkte

<i>Für die Korrigierenden</i>
Korrigierender: .....
Erreichte Punktzahl: .....

Verfasserin: Elisabeth Spirk

Zeit: 3 Stunden

Hilfsmittel: Keine

- Hinweise:
1. Dieses Blatt und alle Lösungsblätter sind mit Namen, Vornamen und Kand.-Nr. zu versehen.
  2. Alle Antworten sind direkt in dieses Heft zu schreiben. Für die längeren Textantworten zu den Teilen 2 (Comprehension) und 3 (Essay) benutzen Sie die linierten Seiten ab Seite 6.
  3. Achten Sie auf saubere, gut lesbare Darstellung. Entwürfe können Sie auf zusätzlichen Blättern machen; diese geben Sie nicht ab.
  4. Falls Sie für die Reinschrift weitere Blätter verwenden müssen, versehen Sie diese unbedingt mit Namen, Vornamen und Gruppen-/Kand.-Nummer.
  5. Schreiben Sie nicht mit Bleistift, sondern mit Füllfeder, Filzstift oder Kugelschreiber.

### **New York Mayor Sets His Sights on World**

(by Michael Barbaro in The New York Times International Weekly, 30 Dec. 2013)

(The text is slightly shortened and adapted)

2 Michael R. Bloomberg is creating a high-powered consulting group to help him reshape  
cities around the world long after he leaves office at the end of the year. To build the new  
organization, paid for out of his own pocket, the billionaire New York mayor is taking  
4 much of his City Hall team with him. He has hired many of his best-known and longest-  
serving deputies, promising them a chance to export the policies they developed to places  
6 like Louisville, Kentucky, and Mexico City.

8 For Mr. Bloomberg, the project is the first phase of a post-mayoral life that aides said  
would remain focused on cities, long viewed by him as laboratories for large-scale experi-  
ments in public health, economic development and environmental sustainability. The en-  
10 deavor reflects a profound confidence that it would help dozens of cities to replicate the  
ideas he defined while in office: turning busy roads into pedestrian plazas, posting calorie  
12 counts in fast-food chains, creating a customer-service hotline for citizens.

14 “We have heard this huge demand and need from other cities to learn from New York  
City,” said Amanda M. Burden, the director of city planning in the Bloomberg administra-  
tion, who plans to join the consulting group. “Under this mayor,” she added, “New York is  
16 the model that cities look to of how to get things done.”

18 The organization, to be called Bloomberg Associates, will become active at the invitation  
of local governments to solve knotty, long-term challenges, like turning a run-down water-  
front into a gleaming public space, or building subway-friendly residential neighborhoods.  
20 Much about the new group is still unknown. But as with most of Mr. Bloomberg’s under-  
takings over the past decade, it will involve spending huge sums of money with no expect-  
22 tion of earning a profit. The annual budget will run in the tens of millions.

24 Bloomberg Associates will be run by George A. Fertitta, who as chief executive of the  
city’s tourism agency oversaw a record increase in annual visitors, to 54 million this year.  
Mr. Fertitta said the group would eventually expand to about 20 to 25 employees, most of  
26 them drawn from the mayor’s office, who will work closely with Mr. Bloomberg’s sprawl-  
ing charitable foundation, Bloomberg Philanthropies. The consulting group is the latest  
28 chapter in Mr. Bloomberg’s long journey from political newcomer to much-admired men-  
tor to fellow mayors, dozens of whom have flocked to City Hall to attend his conferences  
30 about urban innovation and to apply for grants from his foundation (called “mayors’  
school” by several city leaders who have spent time there).

32 Mayor Mitchell J. Landrieu of New Orleans recalled receiving a \$4 million grant from Mr.  
Bloomberg last year to hire a team of eight outside experts that advised the city on how to  
34 lower its murder rate. Since then, the city has created a multi-agency team to combat gang  
activity, set up a midnight basketball league to keep young men off the streets and pushed  
36 to make it harder for those charged with gun crime to get out of jail. The murder rate in  
New Orleans has fallen by 17 percent this year. “To his credit,” Mr. Landrieu said of Mr.  
38 Bloomberg, “this guy is putting his personal money into making city government work  
better.”

40 Mr. Bloomberg, a careful student of numbers, argues that investments in cities make math-  
ematical sense: More than half of the world’s population lives in them, a figure expected to

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42 surge to about 70 percent over the next 40 years. The larger the city, the likelier that a big  
44 idea will gain acceptance and be adopted elsewhere, as the mayor showed with his bans on  
46 smoking in restaurants and saturated fats in foods. “Great cities steal ideas from each other,”  
said Edward Skyler, a former deputy mayor in Mr. Bloomberg’s City Hall and now a  
top executive at Citigroup.

48 Janette Sadik-Khan, the transportation commissioner, said that mayors are routinely startled  
to learn how little money and staffing are required to create the bike lanes, pedestrian  
50 plazas and slower-speed zones that have remade New York City’s streets. “You can make  
these changes quickly and inexpensively,” she said.

52 Mr. Fertitta said the group’s work could, over time, extend into areas like security and law  
enforcement. Those people close to Mr. Bloomberg said he would be eager to bring his  
54 departing police commissioner, Raymond W. Kelly, to Bloomberg Associates – a prospect  
Mr. Fertitta did not rule out.

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**TASKS** (60 points)

**1. Vocabulary** (12 points)

**1.1** *Explain (in English!) the meaning of the following words as they appear in the text.* (9 points)

[Example: mayor (title): a person elected to lead the government of a city or town]

reshape (line 1) .....

policies (line 5) .....

focused on (line 8) .....

profound (line 10) .....

challenges (line 18) .....

annual budget (line 22) .....

urban innovation (line 30) .....

recalled (line 32) .....

routinely (line 47) .....

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**1.2 Word Formation: Give the required words** (½ point each; total of 3 points)

Give a **noun** from:

involve (l. 21) .....

charitable (l. 27) .....

Give a **verb** from:

residential (l. 19) .....

activity (l. 35) .....

Give an **adjective** from: (no *-ing* and no *-ed* forms allowed)

confidence (l. 10) .....

numbers (l. 40) .....

**2. Comprehension and Interpretation** (24 points)

*Answer each of the following questions using around 50 words for each answer. Do not copy any material directly from the text. Indicate the number of words that you have written at the end of each answer! Hand in a clearly-written, clean copy!*

*(6 points each; half of the points for contents and ideas; half for grammar and language)*

2.1 Who is M.R. Bloomberg and what does he plan to do after leaving office at the end of 2013? (6 points)

2.2 How is 'Bloomberg Associates' financed and what is special about the way they can spend this money? (6 points)

2.3 What kind of people are hired to work for 'Bloomberg Associates' and why is this a good idea? (6 points)

2.4 Why does Mr. Bloomberg's idea of investing money in cities make sense in the long run? (6 points)

**3. Expression**

(24 points)

*Choose ONE of the following topics and write a well-structured essay using between 200-300 words. Indicate the number of words you have written at the end!*

*Hand in a clean copy!*

*(Half of the points for contents and ideas; half for grammar and language)*

a) **The City – an Ambiguous Place**

The city as a destination for weekend trips has become more and more attractive. However, the city as a place to live does not necessarily have the best reputation. Try to explain this.

b) **The City I Love**

Which city would you like to live in? Why?

c) **My Project**

Imagine you had as much money at your disposal as Mr. Bloomberg. What project would you invest it in to help mankind?

d) **Dear Mr. Bloomberg**

Write a letter to Mr. Bloomberg in which you comment on his plans to help cities around the world with his advice and money.

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