



TIEC_DEMO_Compresione testuale

Brano 1.

In Italy, increasingly fewer books are being bought. According to the latest figures from Associazione Italiana Editori – AIE – (Italian Publishers Association) the sales volume has decreased by 14% and publishing houses and bookstores have been putting up their shutters everywhere. Young people are the least interested in reading as they are always hyperconnected and more at ease on the web than in a bookstore. For most of them the word ‘book’ is a synonym of ‘boring textbook’. As well as the crisis afflicting the whole publishing sector, the progressive intellectual impoverishment that affects society is also alarming. How will books survive the digital age? According to a university professor, the laziness of Italian readers has led the publishing industry to a disastrous situation: <<The structural crisis of economy and consumption weighs on the operating capacity of the people working in the sector and on the wallet of the readers. This results in a framework of concomitant causes adding to this, such as the lack of a supporting policy in this sector (VAT at the reduced rate of 19% has been proposed), unmotivated teachers, the media’s inclination to follow solely superficial trends”. The founder of a publishing house and website committed to promoting reading among young people affirms: <<First of all, the pleasure of reading must be rediscovered. Gianni Rodari encouraged not inflecting the verb ‘to read’ through the imperative mood when talking to the young! In France and Germany governments subsidize families and professionals, supporting reading promotion projects in schools where the book is not an unwelcome guest. In Italy, recent experience is discouraging. Among the few exceptions is Nati per leggere (Born to read), an initiative addressed to an audience of 0-to-6-year-old children, which includes workshops, loud reading, and free gifts to families.

If books were once the travel companions of many young people, today young readers prefer the internet. According to the data collected by Net Children Go Mobile, an international project that studies young people’s technology habits, in Italy, 81% of 9-to-16-year-old young people access the internet on a daily basis, while 42% of them surf the web on their cell phone. Most of the students do not look for textual information in books, but on the web, and often in video format on YouTube. <<The reading practice has changed: – observes the university professor – it has now turned into zapping and increasingly fast texting. As Roberto Casati writes in *Contro il colonialismo digitale: istruzioni per continuare a leggere* (Against Digital Colonialism: Instructions To Keep On Reading), the practice of reading has been stolen. By what? By a digital run-up whose content ends up to be simply an app. Unfortunately, this happens even in the school environment where it is forgotten that paper books are irreplaceable cognitive tools, because they protect, and do not attack, people’s most precious mental resource: their attention, their concentration. In the US, the use of tablets in schools has turned out to be counterproductive in some cases. »

The size of the book, the permanently printed words on the paper, the lack of images, the absence of interactivity will radically come up against the continuous flow of digital information, multimedia, and interactivity. One may wonder what the publishing sector will be experiencing in thirty years’ time. Will books still exist? Will books look as we know them or will they turn into something different? Print and digital media will be likely to coexist. However, the problem is not so much in technology, but in how it is and will be used. At this stage, with a click of the mouse anyone can come to know anything with no effort. Nevertheless, knowing – which normally implies research and critical elaboration of contents – is one thing, while getting information – which requires less effort, remains at the surface of things, trusts any source, induces repetitiveness and turns into a generally passive use of the contents – is another.



ITEM relative al Brano 1

1. Among the causes of the crisis in traditional publishing there is:
 - the competition of television
 - publishers' delay in converting to digital media
 - young people's low propensity to reading
 - the decrease in book production

2. The main purpose of the text is to underline:
 - the easier circulation of information
 - the risks of uncritical learning
 - the lower employment levels in the publishing sector
 - the probable decrease in the interactivity of learning

3. What is the meaning of "digital run-up" in this context?
 - culture is spurred on by the digital revolution
 - there are always new apps on the market
 - digital formats tend to replace the traditional ones
 - older generations go after the young as for the use of digital contents

4. The author advances the thesis that, as young people are increasingly more interconnected to the web, they are:
 - more informed and desirous to know the world
 - protagonists of the new digital culture
 - interested in the form more than in the depth of contents
 - encouraged to search for the sources

Brano 2.

For most Italians, Africa is still the continent of poverty, wars, escaping refugees, with areas controlled by the lords of war and terrorism. Italian entrepreneurial sector has a superficial perception of it: the corporate groups in Africa are few and located only in the countries with strong economic growth while small and medium-sized enterprises avoid the African market considering it still too dangerous.

"Problematic" aspects of Africa still exist, but they are starting to change. The continent is in its full economic development with an average economic growth rate (GDP per capita) of 5% during the last ten years, expected to rise to 6% in the next five years. In the same period, the regional human development index – an indicator that measures various aspects of the quality of life, in addition to the mere average wealth per capita – has improved and conflicts have halved. A new middle class with higher purchasing power is emerging. Africa's ratio of savings rate to GDP is inferior only to Asia. African manufacturing is developing at a good growth rate.



If the current figures are important, the future potential is impressive. African population will double, reaching 2 billion by 2050, transforming the continent in one of the biggest markets in the world. African family expenditure in consumer goods will double in 2020. For this reason, nowadays, the entire world turns to Sub-Saharan Africa. Invitations to trust its economic awakening are more and more frequent. Apart from the ancient postcolonial superpowers and the US, increasingly more countries are competing on this new frontier, first of all China, but also India, Turkey, Korea, Malaysia ... It is likely to be one of the most important poles of attraction in the world's economy of the future.

Today, Africa remains the place that concentrates the most serious global challenges: great poverty, pandemics, violence and conflicts, food safety, climate change, rapid urbanisation, raw materials race, land run. Pessimism should not turn into uncritical optimism. The economy of this area is still dominated by countries producing oil and raw materials. The manufacturing industry remains characterised by low technological levels, also due to the lack of qualified labour. Agriculture uses little technology. Means of transport and intra-regional trade are both still limited. Moreover, for the moment, growth does not result in workplaces and youth unemployment rate is still 47%. Political uncertainty and corruption remain problematic. Furthermore, Africa is starting to deal with the question of ageing population.

The four sectors that will mostly contribute to the growth of the continent are consumer goods trade, natural resources, agriculture and infrastructures, followed by telecommunications, bank credit and tourist industry. In each of them Italy has experience to offer, especially in the countries within the sphere of influence and interest of Italy, such as the Horn of Africa, Mozambique and Angola.

ITEM relative al Brano 2

5. The statement that best summarises the gist of the text is:

- the African continent is in its full economic development
- Africa is the continent of poverty, wars and escaping refugees
- small and medium-sized enterprises avoid the African market
- Africa is starting to deal with the question of ageing population

6. The productive sectors with higher growth potential in the middle term are:

- population composition
- international investments
- savings rate
- industry, agriculture and infrastructures

7. Italian enterprises:

- are currently investing heavily in Africa
- disinvest due to the big problems that still exist
- have a limited perception of the emerging opportunities in the African continent
- still have colonialist behavior



8. Indicative of the current economic expectations from Africa is:

- the new foreign investment
- the growing immigration
- the decolonisation process
- the big tourism development

Brano 3.

The unknown leadership of the 'made in Italy' in 1000 niches of excellence contradicts the assumption about the presumed decline of Italy that has been popular over the last years. The statistics that are useful to understand the economy of XXI century are not the old data aggregations used in the XX century where the categories of reference were the maxi-sectors such as textile, chemical, automotive and electronics industry. These categories must have very high levels of disaggregation to detail the different thousands of products. As a result, to assess the "competitive excellences" in international trade, an index has been calculated that measures, at the most detailed level, the number of items of which each country is the world's leading, second large or third large exporter. In 2007, Italy ranked second only to Germany for the total number of first, second, third places in the world's export every 100,000 inhabitants, and was followed by France and South Korea. To be more precise, Italy has been the world's leading exporter of 288 products (total value of the export of these goods: 100 billion dollars), the world's second large exporter of other 382 products (\$79 billion worth) and the world's third large exporter of other 352 products (\$56 billion worth). In all, there are 1022 niches of excellence for a total value of 235 billion dollars of Italian exports in these sectors. Other 737 products can be added for which Italy ranks fourth or fifth among the world's exporters.

The idea that Italy excels in "niches" is not appreciated by many people, while they would appreciate it if Italy had very large-sized multinationals. Apart from the real impossibility of such a transformation (as, historically, the few big groups that Italy had, such as Montedison and Olivetti, were lost along the way), it is not clear why Italy should turn into industrial gigantism distorting its nature (this is not the case of sectors such as strategic networks and infrastructures). Is it desirable that Italy should have large multinationals in industry and trade creating employment in Asia and keeping their profits in the last exotic tax heavens, with scarce benefits to the Gross Domestic Product their own country?

The reality is that Italy needs the dimensional and patrimonial consolidation of its medium-large and medium-sized enterprises to continue excelling in global competitiveness, but nothing more. The strength of the "made in Italy", therefore, lies in the little appreciated "niches" and in the high diversification of its specializations which are mainly centred on the "4As sectors", that is to say, Alimentari-Vini (Food and Beverage); Abbigliamento-moda (Clothing and Fashion); Arredo-Casa (Home and Furniture); Automazione-meccanica-gomma-plastica (Automation-Mechanical-Rubber-Plastics industry), but also on other important sectors such as steel, paper, chemical-pharmaceutical industry. Thousands of medium-large, medium and small-sized businesses are the protagonists of this success that enables Italy to compete with countries that can count on many more large-sized groups with multinational relevance, but that do not have the same flexibility and operative skills in hundreds of product types with almost "tailored" characteristics. It is in these areas of activity that successful factors of the "made in Italy" emerge, such as creativity, innovation, quality, design and a marked "industrial craftsmanship", that is the ability to produce almost "tailored" goods for customers, even in hi-tech sectors such as the mechanical industry and the means of transports.



ITEM relative al Brano 3

9. It is possible to infer from the text that:

- the main aim is high diversification
- industrial policy has to focus more on large-sized businesses
- measures must be taken to attract multinationals
- industrial reconversion must be favoured

10. In the text, the term “niche” indicates:

- a protected industrial sector
- a segment of the domestic market
- a productive specialization
- a very small-sized business

11. The text focuses on:

- the little Italian international competitiveness
- the industrial decline of Italy
- the importance of luxury goods industries
- the leadership of certain sectors on the global market

12. From the methodological point of view, the statistics the text refers to are based on:

- analytical data retrieval on exports
- data collection in enterprises
- the focus on the “made in Italy” sectors only
- data aggregation by macro-sector