MULTIPLE CHOICE QUESTIONS/ DOUBLE MULTIPLE-CHOICE QUESTIONS

There are three different types of MCQ question. You will either have to:
1.choose one answer out of four options
2.choose two answers out of five options
3.choose three answers out of six options
Number 1 is the most common one.

You may also have two different question forms. Either:
1.completing a sentence or
2.answering a question.

Neuroaesthetics

An emerging discipline called neuroaesthetics is seeking to bring scientific objectivity to the study of art and has already given us a better understanding of many masterpieces. The blurred imagery of Impressionist paintings seems to stimulate the brain's amygdala, for instance. Since the amygdala plays a crucial role in our feelings, that finding might explain why many people find these pieces so moving.

Could the same approach also shed light on abstract twentieth-century pieces, from Mondrian's geometrical blocks of colour, to Pollock's seemingly haphazard arrangements of splashed paint on canvas? Sceptics believe that people claim to like such works simply because they are famous. We certainly do have an inclination to follow the crowd. When asked to make simple perceptual decisions such as matching a shape to its rotated image, for example, people often choose a definitively wrong answer if they see others doing the same. It is easy to imagine that this mentality would have even more impact on a fuzzy concept like art appreciation, where there is no right or wrong answer.

Angelina Hawley-Dolan, of Boston College, Massachusetts, responded to this debate by asking volunteers to view pairs of paintings – either the creations of famous abstract artists or the doodles of infants, chimps and elephants. They then had to judge which they preferred. A third of the paintings were given no captions, while many were labelled incorrectly -volunteers might think they were viewing a chimp's messy brushstrokes when they were actually seeing an acclaimed masterpiece. In each set of trials, volunteers generally preferred the work of renowned artists, even when they believed it was by an animal or a child. It seems that the viewer can sense the artist's vision in paintings, even if they can't explain why.

Robert Pepperell, an artist based at Cardiff University, creates ambiguous works that are neither entirely abstract nor clearly representational. In one study, Pepperell and his collaborators asked volunteers to decide how 'powerful' they considered an artwork to be, and whether they saw anything familiar in the piece. The longer they took to answer these questions, the more highly they rated the piece under scrutiny, and the greater their neural activity. It would seem that the brain sees these images as puzzles, and the harder it is to decipher the meaning, the more rewarding is the moment of recognition.

And what about artists such as Mondrian, whose paintings consist exclusively of horizontal and vertical lines encasing blocks of colour? Mondrian's works are deceptively simple, but eye-tracking studies confirm that they are meticulously composed, and that simply rotating a piece radically changes the way we view it. With the originals, volunteers 'eyes tended to stay longer on certain places in the image, but with the altered versions they would flit across a piece more rapidly. As a result, the volunteers considered the altered versions less pleasurable when they later rated the work.

In a similar study, Oshin Vartanian of Toronto University asked volunteers to compare original paintings with ones which he had altered by moving objects around within the frame. He found that almost everyone preferred the original, whether it was a Van Gogh still life or an abstract by Miro. Vartanian also found that changing the composition of the paintings reduced activation in those brain areas linked with meaning and interpretation.

In another experiment, Alex Forsythe of the University of Liverpool analysed the visual intricacy of different pieces of art, and her results suggest that many artists use a key level of detail to please the brain. Too little and the work is boring, but too much results in a kind of 'perceptual overload', according to Forsythe. What's more, appealing pieces both abstract and representational, show signs of 'fractals' – repeated motifs recurring in different scales, fractals are common throughout nature, for example in the shapes of mountain peaks or the branches of trees. It is possible that our visual system, which evolved in the great outdoors, finds it easier to process such patterns.

It is also intriguing that the brain appears to process movement when we see a handwritten letter, as if we are replaying the writer's moment of creation. This has led some to wonder whether Pollock's works feel so dynamic because the brain reconstructs the energetic actions the artist used as he painted. This may be down to our brain's 'mirror neurons', which are known to mimic others' actions. The hypothesis will need to be thoroughly tested, however. It might even be the case that we could use neuroaesthetic studies to understand the longevity of some pieces of artwork. While the fashions of the time might shape what is currently popular, works that are best adapted to our visual system may be the most likely to linger once the trends of previous generations have been forgotten.

It's still early days for the field of neuroaesthetics – and these studies are probably only a taste of what is to come. It would, however, be foolish to reduce art appreciation to a set of scientific

laws. We shouldn't underestimate the importance of the style of a particular artist, their place in history and the artistic environment of their time. Abstract art offers both a challenge and the freedom to play with different interpretations. In some ways, it's not so different to science, where we are constantly looking for systems and decoding meaning so that we can view and appreciate the world in a new way.

Questions 27-30

Choose the correct letter, A, B, C or D.

Write the correct letter in boxes 27-30 on your answer sheet.

27 In the second paragraph, the writer refers to a shape-matching test in order to illustrate

A the subjective nature of art appreciation.

B the reliance of modern art on abstract forms.

C our tendency to be influenced by the opinions of others.

D a common problem encountered when processing visual data.

28 Angelina Hawley-Dolan's findings indicate that people

A mostly favour works of art which they know well.

B hold fixed ideas about what makes a good work of art.

C are often misled by their initial expectations of a work of art.

D have the ability to perceive the intention behind works of art.

29 Results of studies involving Robert Pepperell's pieces suggest that people

A can appreciate a painting without fully understanding it.

B find it satisfying to work out what a painting represents.

C vary widely in the time they spend looking at paintings.

D generally prefer representational art to abstract art.

30 What do the experiments described in the fifth paragraph suggest about the paintings of Mondrian?

A They are more carefully put together than they appear.

B They can be interpreted in a number of different ways.

C They challenge our assumptions about shape and colour.

D They are easier to appreciate than many other abstract works.

The growth of bike-sharing schemes around the world

How Dutch engineer *Luud Schimmelpennink* helped to devise urban bike-sharing schemes

A

The original idea for an urban bike-sharing scheme dates back to a summer's day in Amsterdam in 1965. Provo, the organization that came up with the idea, was a group of Dutch activists who wanted to change society. They believed the scheme, which was known as the Witte Fietsenplan, was an answer to the perceived threats of air pollution and consumerism. In the centre of Amsterdam, they painted a small number of used bikes white. They also distributed leaflets describing the dangers of cars and inviting people to use the white bikes. The bikes were then left unlocked at various locations around the city, to be used by anyone in need of transport

B

Luud Schimmelpennink, a Dutch industrial engineer who still lives and cycles in Amsterdam, was heavily involved in the original scheme. He recalls how the scheme succeeded in attracting a great deal of attention – particularly when it came to publicising Provo's aims – but struggled to get off the ground. The police were opposed to Provo's initiatives and almost as soon as the white bikes were distributed around the city, they removed them. However, for Schimmelpennink and for bike-sharing schemes in general, this was just the beginning. 'The first Witte Fietsenplan was just a symbolic thing,' he says. 'We painted a few bikes white, that was all. Things got more serious when I became a member of the Amsterdam city council two years later.'

C

Schimmelpennink seized this opportunity to present a more elaborate Witte Fietsenplan to the city council. 'My idea was that the municipality of Amsterdam would distribute 10,000 white

bikes over the city, for everyone to use,' he explains. 'I made serious calculations. It turned out that a white bicycle – per person, per kilometer – would cost the municipality only 10% of what it contributed to public transport per person per kilometer.' Nevertheless, the council unanimously rejected the plan. 'They said that the bicycle belongs to the past. They saw a glorious future for the car,' says Schimmelpennink. But he was not in the least discouraged.

D

Schimmelpennink never stopped believing in bike-sharing, and in the mid-90s, two Danes asked for his help to set up a system in Copenhagen. The result was the world's first large-scale bike-share programme. It worked on a deposit: 'You dropped a coin in the bike and when you returned it, you got your money back.' After setting up the Danish system, Schimmelpennink decided to try his luck again in the Netherlands – and this time he succeeded in arousing the interest of the Dutch Ministry of Transport. 'Times had changed,' he recalls. 'People had become more environmentally conscious, and the Danish experiment had proved that bike-sharing was a real possibility.' A new Witte Fietsenplan was launched in 1999 in Amsterdam. However, riding a white bike was no longer free; it cost one guilder per trip and payment was made with a chip card developed by the Dutch bank Postbank. Schimmelpennink designed conspicuous, sturdy white bikes locked in special racks which could be opened with the chip card – the plan started with 250 bikes, distributed over five stations.

E

Theo Molenaar, who was a system designer for the project, worked alongside Schimmelpennink. 'I remember when we were testing the bike racks, he announced that he had already designed better ones. But of course, we had to go through with the ones we had.' The system, however, was prone to vandalism and theft. 'After every weekend there would always be a couple of bikes missing,' Molenaar says. 'I really have no idea what people did with them, because they could instantly be recognised as white bikes.' But the biggest blow came when Postbank decided to abolish the chip card, because it wasn't profitable. 'That chip card was pivotal to the system,' Molenaar says. 'To continue the project we would have needed to set up another system, but the business partner had lost interest.'

F

Schimmelpennink was disappointed, but – characteristically – not for long. In 2002 he got a call from the French advertising corporation JC Decaux, who wanted to set up his bike-sharing scheme in Vienna. 'That went really well. After Vienna, they set up a system in Lyon. Then in 2007, Paris followed. That was a decisive moment in the history of bike-sharing.' The huge and unexpected success of the Parisian bike-sharing programme, which now boasts more than 20,000 bicycles, inspired cities all over the world to set up their own schemes, all modelled on Schimmelpennink's. 'It's wonderful that this happened,' he says. 'But financially I didn't really benefit from it, because I never filed for a patent.'

G

In Amsterdam today, 38% of all trips are made by bike and, along with Copenhagen, it is regarded as one of the two most cycle-friendly capitals in the world – but the city never got another Witte Fietsenplan. Molenaar believes this may be because everybody in Amsterdam already has a bike. Schimmelpennink, however, cannot see that this changes Amsterdam's need for a bike-sharing scheme. 'People who travel on the underground don't carry their bikes around. But often they need additional transport to reach their final destination.' Although he thinks it is strange that a city like Amsterdam does not have a successful bike-sharing scheme, he is optimistic about the future. 'In the '60s we didn't stand a chance because people were prepared to give their lives to keep cars in the city. But that mentality has totally changed. Today everybody longs for cities that are not dominated by cars.'

Questions 19-20

Choose **TWO** letters, **A-E**

Write the correct letters in boxes 19 and 20 on your answer sheet.

Which **TWO** of the following statements are made in the text about the Amsterdam bike-sharing scheme of **1999**?

A It was initially opposed by a government department.

B It failed when a partner in the scheme withdrew support.

C It aimed to be more successful than the Copenhagen scheme.

D It was made possible by a change in people's attitudes.

E It attracted interest from a range of bike designers.

Questions 21-22

Choose **TWO** letters, **A-E**

Write the correct letters in boxes 21 and 22 on your answer sheet.

Which **TWO** of the following statements are made in the text about **Amsterdam today**?

A The majority of residents would like to prevent all cars from entering the city.

B There is little likelihood of the city having another bike-sharing scheme.

C More trips in the city are made by bike than by any other form of transport.

D A bike-sharing scheme would benefit residents who use public transport.

E The city has a reputation as a place that welcomes cyclists.