

**Zabanmand Language Solutions (Dr. Delforouz)**  
***Translator Training Course Placement Test***

**1.** An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

**2.** In the second half, the filmmakers look at what we can do to reverse the tide of plastic flowing around the world. They present short-term and long-term solutions. These include avoiding plastic containers and 'single-use' plastic products as much as possible. Reuse your plastic bags and recycle as much as you can. The filmmakers also stress the need for governments to work more on recycling programmes, and look at how technology is developing that can convert plastic into fuel.

We make a staggering amount of plastic. In terms of plastic bags alone, we use five hundred billion worldwide annually. Over 300 million tons of plastic are produced every year, and at least 8 million of those are dumped into the oceans.

**3.** Are things getting worse every day? Is progress an impossible goal? In *Enlightenment Now*, Steven Pinker looks at the big picture of human progress and finds good news. We are living longer, healthier, freer and happier lives. Pinker asks us to stop paying so much attention to negative headlines and news that declares the end of the world. Instead, he shows us some carefully selected data. In 75 surprising graphs, we see that safety, peace, knowledge and health are getting better all over the world. When the evidence does not support his argument, however, he dismisses it. Economic inequality, he claims, is not really a problem, because it is not actually that important for human well-being. One cannot help wondering how many people actually living in poverty would agree.

The real problem, Pinker argues, is that the Enlightenment values of reason and science are under attack. When commentators and demagogues appeal to people's tribalism, fatalism and distrust, then we are in danger of causing irreparable damage to important institutions like democracy and world co-operation.

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**4.** It is difficult to conceive of vigorous economic growth without an efficient transport system.

Although modern information technologies can reduce the demand for physical transport by facilitating teleworking and teleservices, the requirement for transport continues to increase. There are two key factors behind this trend. For passenger transport, the determining factor is the spectacular growth in car use. The number of cars on European Union (EU) roads saw an increase of three million cars each year from 1990 to 2010, and in the next decade the EU will see a further substantial increase in its fleet.

As far as goods transport is concerned, growth is due to a large extent to changes in the European economy and its system of production. In the last 20 years, as internal frontiers have been abolished, the EU has moved from a 'stock' economy to a 'flow' economy. This phenomenon has been emphasised by the relocation of some industries, particularly those which are labour intensive, to reduce production costs, even though the production site is hundreds or even thousands of kilometres away from the final assembly plant or away from users.