



Región de Murcia

Consejería de Educación, Juventud y Deportes

Dirección General de Formación Profesional y

Enseñanzas de Régimen Especial

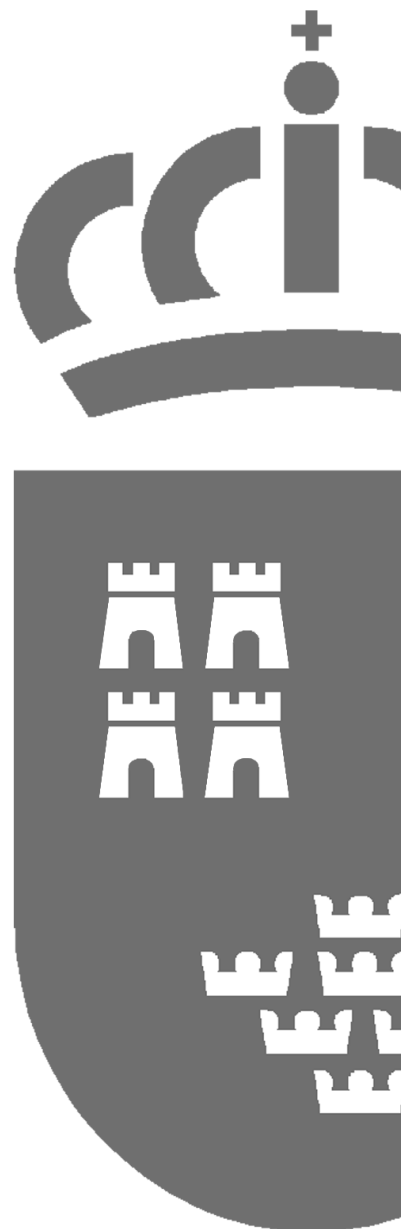
**ESCUELAS OFICIALES
DE IDIOMAS
DE LA REGIÓN DE MURCIA**

**PRUEBAS
ESPECÍFICAS DE
CERTIFICACIÓN**

NIVEL B2

**CONVOCATORIA
SEPTIEMBRE 2019**

**CUADERNO
DEL CORRECTOR
(CLAVES Y TRANSCRIPCIONES)**



Cuaderno del corrector

**B2
INGLÉS**

NIVEL B2
COMPRENSION
DE TEXTOS ESCRITOS
SEPTIEMBRE 2019

(CORRECTOR)

TASK A ▷ Read TEXT 1 “*Dream job: the writer paid to send millions to sleep*”. For items 1-10, choose the best option (A, B, C or D). Write your final answers in the grid provided below, as shown in example 0.

10 points



EXAMPLE:

0.	a. give	b. avoid	c. seize	d. pay
----	---------	----------	----------	--------

1.	a. never	b. normally	c. remember to	d. not be able to
2.	a. warned	b. dismissed	c. despised	d. approached
3.	a. hasty	b. vast	c. rough	d. gentle
4.	a. nickname	b. subtitle	c. job title	d. pseudonym
5.	a. just that	b. something similar	c. the opposite	d. that exactly
6.	a. quiet the mind	b. trigger nightmares	c. change your mindset	d. disturb your thoughts
7.	a. not slow	b. fast and furious	c. nasty	d. slow and steady
8.	a. wake up	b. snore	c. sleepwalk	d. yell
9.	a. focus	b. wind up	c. unwind	d. tear off
10.	a. always	b. hardly ever	c. seldom	d. barely

0	1	2	3	4	5	6	7	8	9	10	SCORE: ____ / 10
C	B	D	D	C	C	A	D	A	C	A	
✓											

TASK B ▷ Read TEXT 2 “London Travel: which Oyster card is best for visitors?”. Decide if the statements below are TRUE (T) or FALSE (F). Write your final answers in the boxes provided next to each statement, as shown in example 0.

10 points



0.	(EXAMPLE) Travelling with Oyster cards is one of the cheapest and easiest ways to get around London.	T	✓
1.	All means of transport in London are accessible by using Oyster cards.	T	
2.	An Oyster card is a travelcard you add money to whenever you need to.	T	
3.	Regular Oyster cards can only be used by Londoners, whereas tourists need to buy Visitor Oyster cards.	F	
4.	Only in some stations can the most affordable fare be worked out before use.	F	
5.	With an Oyster card, there is a limit to how much can be charged on one single day, no matter how much you travel on that day.	T	
6.	A Visitor Oyster card can only be purchased online before your arrival in London.	T	
7.	You can preload any credit amount you want to your Visitor Oyster card at any Oyster Ticket Shop or TfL Visitor Centre.	F	
8.	Both Oyster cards (regular and Visitor) cost £5, which can be refunded along with any funds still available on the card when you leave London.	T	
9.	The regular Oyster Card can be used as a multi-day Travel Card.	T	
10.	You can check the credit of your Visitor Oyster card by downloading the TfL Oyster App on your smartphone.	F	

SCORE : _____ / 10

TASK C ▷ Read TEXT 3 “*Destruction therapy*”. Choose the paragraph from the list below that best completes each gap. Write your final answers in the grid provided below, as shown in example 0.

NOTE: There is ONE extra paragraph that you do not need to use.

5 points

A. Just minutes ago, the car in front of me looked road-worthy. Now the windows are smashed, the bodywork is beaten, it's ready to be scrapped. (EXAMPLE).

B. Especially when violence fuelled by anger is unacceptable. But importantly, when it comes to therapy, that violence is directed towards inanimate objects.

C. One way to cognitively free yourself from feeling stuck is to set yourself a goal, and work towards it to fight negative thoughts. “By the end of it, you’ve accomplished something. You cognitively tell yourself this and therefore moderate your anger on that level,” Sinclair says.

D. From a survey of 2000 people, one in 10 admit that they have trouble controlling their temper, while almost a third say they know a friend or family member who has an anger problem. But very few of the 13 per cent who say they can’t control their rage have sought help.

E. Distracting yourself does not mean you are to forget and to suppress your anger into your unconscious; because that is exactly what we are trying to avoid. Your mind will need to calm down first before you can process what has happened; and delving in anger will not help you in dealing with anger.

F. This is possible because the four parts to the ‘self’ – emotional, behavioural, rational and physical – are all connected. Changing something in one of them has a knock-on effect on the others.

G. It’s a delicate psychological approach that puts you in touch with your feelings by getting you to smash things to smithereens.

0	1	2	3	4	5	SCORE: ____ / 5
A	D	G	B	F	C	
✓						

Text 1: Dream job: the writer paid to send millions to sleep

DREAM JOB: THE WRITER PAID TO SEND MILLIONS TO SLEEP

Alison Flood

With insomnia on the rise, Phoebe Smith was hired to write stories designed to help people nod off – with the help of Stephen Fry and Joanna Lumley.

There are countless writing rules that authors are urged to follow, but they can probably all be boiled down to one: (0) **seize** your reader's attention and keep it. Phoebe Smith, one of the most popular writers you've probably never heard of, has to consciously ignore this when the muse takes her.

"I kind of flip over what we would (1) **normally** do with writing. We're normally trying to grab people with a dramatic introduction, and work through a narrative arc with every paragraph we write," she says. "I'm flipping that on its head."

Smith was a travel writer and journalist when she was (2) **approached** last year by Michael Acton Smith, co-founder of the sleep app Calm. She'd written an article about the Trans-Siberian Railway and he asked her if she'd like to rewrite it for him, "as a story to send people to sleep". She was nonplussed – "I thought, 'Should I be really offended that he thinks my writing has the effect of boring people to sleep?'" – but decided to give it a try.

A year on, she has written 15 pieces for Calm, whose catalogue of "sleep stories" has been listened to 100m times. Running around 20 to 40 minutes long, Smith's stories draw on her travels, from the wilds of Morocco to her train ride across Siberia, following wild ponies in Virginia or trekking through pristine forests in Sweden. Her most popular, Blue Gold, has been listened to around 15m times: read in the mellifluous tones of Stephen Fry, it is a (3) **gentle**, soothing tour around the lavender fields and sleepy villages of Provence. She's also written the Joanna Lumley-narrated Elephants of Nepal, which follows a safari across Chitwan National Park.

Smith has now been given the rather pleasing (4) **job title** of the "world's first sleep storyteller-in-residence" by Calm.

"With most kinds of writing I'm trying to build the tension – here, I'm doing (5) **the opposite**. Anything exciting needs to go right at the beginning and then it's all about winding people down, while also encouraging their imagination to play," she says.

With recent research by the Sleep Council finding that 27% of Britons sleep poorly on a regular basis, and a 2016 YouGov survey showing that 46% of British women and 36% of men report trouble sleeping. It seems we need all the help we can get. A bedtime story requires just enough focus to distract from emails and other workaday stresses to help (6) **quiet the mind** – but it can't be too exciting, either.

Smith describes her stories as "toeing that line of being interesting enough they want to hear it and (7) **slow and steady** enough that they never actually hear it all".

She is careful with her word choices, avoiding any disruptive sounds that might cause someone to (8) **wake up**. There's lots of immersive description, lots of onomatopoeia, lots of soothing, sonorous language. "You'll smell it before you even see it, that unmistakable aroma that fills your nose and seeps into your senses, instantly mellowing into a smooth and soothing scent," intones Fry, as Blue Gold opens.

"We're so busy and so connected to everything we just don't allow ourselves that time any more to (9) **unwind** before we go to bed," says Smith. "It goes back to when we were children and would have someone read to us to get us to go to sleep. I don't know why we ever give that up; that (10) **always** worked then, why wouldn't it work just because I'm a grown up?"

Most of Calm's sleep stories are fiction, but Smith specialises in travel-related non-fiction. She's set to go on a "sleep story tour" of the UK and Ireland next month, and is wondering what effect she's going to have on her audience. "I hope people will doze off, it will really be a book tour with a difference. Normally I would be mortified if anyone went to sleep. This time, I wonder how many people I can get to nod off," she says. "People say to me, 'I really enjoy the stories but I never get to the end!'"

Source: <https://www.theguardian.com/books/2018/dec/18/dream-job-the-writer-paid-to-send-millions-to-sleep-phoebe-smith-stephen-fry-joanna-lumley>

Text 2: London Travel: which Oyster Card is best for visitors?

LONDON TRAVEL: WHICH OYSTER CARD IS BEST FOR VISITORS?

London Travel: which Oyster card is best for visitors?

With so much to see and do in every corner of the city, transport is an essential part of your London adventure. One of the easiest and cheapest ways to travel is with an Oyster card (Example 0), which can be used on the capital's buses, trams and Tube. Oyster cards can also be used to pay for journeys on the DLR*, London Overground, TfL** Rail, Emirates Air Line, the River Bus and most National Rail services within the city. In short, an Oyster card gives you full access to all of London's diverse public transport options (1).

What is an Oyster card?

An Oyster card is an electronic plastic smartcard that can be loaded with pay-as-you-go transport credit (2). There are two options available to tourists: the regular Oyster card used by London natives, and the Visitor Oyster card, which is especially designed for use on one-off trips (3). Both cards work in conjunction with the yellow card readers installed at all transport stations, calculate the cheapest possible fare for each journey and offer a daily capped rate that makes unlimited travel affordable (4).

Both versions of the Oyster card are significantly cheaper than traditional paper Travelcards. For example, travel within transport Zones 1 and 2 is capped at a daily maximum of £6.60 with an Oyster card (5), while a Day Travelcard for the same zones costs £12.30. At the end of your trip, you can request a refund of any unused credit, or give your Oyster card to a friend or family member.

Visitor Oyster Cards

If you're traveling to London for a short visit, a Visitor Oyster card is probably the most convenient choice. You must order one online ahead of your trip, and have it delivered to your home so that when you arrive in London, you don't have to waste time queuing to purchase a regular Oyster card (6).

This is especially helpful if your flight arrives at Gatwick Airport, as all Oyster cards can be used on the trains from the airport to central London. Visitor Oyster cards cost £5 (8), and can be pre-loaded with credit options ranging from £10 to £50 (7).

If you run out of credit during your visit, you can load more money onto your Oyster at any Oyster Ticket Shop (of which there are more than 4,000 across London) or TfL Visitor Centre. It's also possible to load credit at any Tube, London Overground or TfL Rail station, and at several National Rail stations. Visitor Oyster cards are only compatible with pay-as-you-go credit and cannot be loaded with multi-day travelcards or passes in the way that regular Oyster cards can. However, a major advantage of this card is the special offers and discounts it offers at selected restaurants, shops, galleries and entertainment venues.

Regular Oyster Cards

For long-term visitors, a regular Oyster card could be the most cost-effective option. These cards can only be purchased upon arrival, from Oyster Ticket Shops, TfL Visitor Centres and most London Tube and rail stations. They cost £5 (refundable at the end of your trip) (8), and can be loaded with any amount of pay-as-you-go credit.

Unlike Visitor Oyster cards, this option can also be loaded with multi-day travelcards (9) that give even cheaper fares for longer stays; or with discount cards including Bus & Tram Passes and National Railcards. Remember that only pay-as-you-go credit can be used by someone else after you leave.

Regular Oyster cards are compatible with the TFL Oyster App (10), and can be registered with a contactless and Oyster account. The latter allows you to easily see how much credit you have left, to view your journey history and to apply for refunds online.

Source: <https://www.tripsavvy.com/the-best-travel-oystercard-for-visitors-1583186>

* DLR: Docklands Light Railway

** TfL: Transport for London

Text 3: Destruction therapy

British tempers are rising. Some of us even have an anger problem and could do with professional help. JV Chamary takes a destructive approach to his anger management issues.

Breathing heavily, my heart is racing at 199 beats per minute – almost three times my resting pulse. I feel exhausted. **(Ex. 0.A)** Just minutes ago the car in front of me looked road-worthy. Now the windows are smashed, the bodywork is beaten, it's ready to be scrapped. The weight of the sledgehammer in my hands reminds me that I destroyed the car... or at least my anger did.

We all get angry. In fact, according to the Mental Foundation, 64 per cent of us believe we're getting angrier. Last year it published Boiling Point, a report on 'problem anger' in the UK. **(1.D)** From a survey of 2000 people, one in 10 admit that they have trouble controlling their temper, while almost a third say they know a friend or family member who has an anger problem. But very few of the 13 per cent who say they can't control their rage have sought help.

Call centres, computer crashes, traffic jams... they can all send us berserk, and anger is a difficult emotion to control. But, if you're not tempted by sitting in a circle and talking about your feelings, you'll be pleased to discover there is another way of dealing with your anger: destruction therapy. **(2.G)** It's a delicate psychological approach that puts you in touch with your feelings by getting you to smash things to smithereens.

It's based on the idea that we find violent activities therapeutic. The therapists define 'violence' as the exertion of physical force to abuse but, since we normally think of violence as something that injures others, it seems counterintuitive to use it to manage anger. **(3.B)** Especially when violence fuelled by anger is unacceptable. But importantly, when it comes to therapy, that violence is directed towards inanimate objects.

Managing anger through violence does make sense on a psychological level. "When we smash something, we're moderating our psychological state through the physical part of ourselves," says Dr Michael Sinclair, director of City Psychology Group. **(4.F)** This is possible because the four parts to the 'self' – emotional, behavioural, rational and physical – are all connected. Changing something in one of them has a knock-on effect on the others.

Anger is a reaction to a perceived threat, injustice or inadequacy, and these can all interfere with our innate tendency to want to move forward and be productive.

When people or situations prevent us from achieving our goals, it leads to frustration and anger. "When we're stressed or angry, we're responding to a sense of being stuck," Sinclair says. **(5.C)** One way to cognitively free yourself from feeling stuck is to set yourself a goal, and work towards it to fight negative thoughts. "By the end of it, you've accomplished something. You cognitively tell yourself this and therefore moderate your anger on that level," Sinclair says. But there's another way to become unstuck – a physical one – and that's where destruction therapy comes in.

Distractor: E

Adapted from: <https://www.angermanage.co.uk/destruction-therapy>

NIVEL B2
COMPRESION DE
TEXTOS ORALES
SEPTIEMBRE 2019

(CORRECTOR
Y TRANSCRIPCIONES)

TASK 1. What is life really like in Estonia?

You will hear someone talking about Estonia. For items 1 to 10, choose the best option A, B or C, according to what is said in the recording. Write your final answers in the grid provided below, as shown in example 0.

You will hear the recording TWICE.

10 points

0. (EXAMPLE) The first female president of Estonia was elected in...

- a) ... 2015.
- b) ... 2016.
- c) ... 2017.

Source: <https://www.youtube.com/watch?v=YT3okfzS6sq>

1. Which of these statements is TRUE about Estonia?

- a) Estonia is much smaller than Switzerland.
- b) Estonia's population is similar to that of the American state of Maine.
- c) Estonia did not use to be a socialist Soviet Republic.

6. The Estonian culture is ... influenced by the Russian culture.

- a) ... closely.
- b) ... highly.
- c) ... hardly.

2. In 1991, which changes were brought about in Estonia before it became a western country?

- a) Changes in politics and economy.
- b) Changes in culture and politics.
- c) Changes in politics, culture and economy.

7. Which of the following is a major social issue in Estonia nowadays?

- a) Drinking.
- b) A poor healthcare system.
- c) A high suicide rate.

3. Estonia's government's debt is...

- a) ... the highest in Europe.
- b) ... one of the lowest in Europe.
- c) ... 20% higher than in other European countries.

8. Which of the following statements is TRUE?

- a) 16% of Estonian adults identify themselves as religious.
- b) Estonian values are more traditional than in the rest of Europe.
- c) Estonia is the country with the most unmarried couples in the EU.

4. What was introduced in Estonia in 2000?

- a) The Declaration on Internet Access as a human right.
- b) The online vote in local elections.
- c) The right of Estonians to own a laptop.

9. Tallinn, the capital city, ...

- a) ... introduced free public transport in 2013.
- b) ... pays \$22 million annually for public transport.
- c) ... has the fewest start-up businesses in Europe.

5. The Estonian population...

- a) ... is 70% originally ethnic Estonian.
- b) ... includes about 25% of Finnish.
- c) ... is really heterogeneous.

10. Among others, Estonia tops the rankings of...

- a) ... cultural heritage.
- b) ... overall human development.
- c) ... healthcare.

0	1	2	3	4	5	6	7	8	9	10
B	B	C	B	A	A	C	A	C	A	B
✓										

SCORE:

___ / 10

TASK 1. What is life really like in Estonia?

(Example 0) In October 2016, the Baltic country of Estonia elected its first female president. But one could argue that she doesn't have much to govern.

Estonia is bigger than Switzerland, but its population is comparable to the US state of Maine **(1)**. So, what is life really like in Estonia?

Well, Estonia was once a socialist Soviet Republic. However, since regaining Independence in 1991, the country has joined the EU, NATO, as well as the OECD, and has firmly positioned itself as politically, culturally and economically western **(2)**.

Estonia's free market economy is growing every year, and its government debt is among the lowest in Europe **(3)**. That said, the country has a considerable income gap, with the top 20% of the population earning as much as five times with the bottom 20%.

Estonia's economy and culture is heavily focused on technology. In 2000, the country declared internet Access to be a human right **(4)** and has since established hundreds of free WIFI zones. Estonia has also fully digitized its government services, and was the first country to allow online voting in a general election.

Like many other Baltic and Nordic countries, Estonia is extremely homogenous, with nearly 70% of the population being ethnic Estonian **(5)**. Russians are the largest ethnic minority, representing roughly a quarter of the population. But perhaps surprisingly, Estonian culture takes little influence from Russian culture **(6)**. And instead positions itself closer to its Nordic neighbours, like Finland. Finnish and Estonian people enjoy similar cuisines, and both have a tradition of relaxing in saunas in the winter. Estonia has even pushed for ascension into the Nordic Council, arguing that it lost the opportunity for membership during Soviet rule.

Like its neighbors Finland and Russia, Estonia struggles with widespread alcoholism **(7)**. The average Estonian drinks an estimated 3 gallons of alcohol every year, and experts say somewhere between 1,500 and 2 thousand Estonians die from alcohol consumption annually. That's a lot of deaths for a country with just over a million people.

In the scope of Europe, Estonia is unique in that religion is not very widespread. Although Christianity is the country's primary faith, only 28 percent of the population identify as religious, and only 16 percent of Estonian adults say they believe in God. As a result, Estonian values tend to be less traditional. The country has the highest rate of unmarried adults in the EU **(8)**, in part because so many couples live together without opting for marriage, which is not as culturally important as it is in other countries.

Most Estonians live in urban areas. In fact, nearly a third of its population live in its capital city, Tallinn. Tallinn is often called the 'Silicon Valley of Europe', as it has more startups per person than any other European country. Many of these small businesses have actually grown into global companies, like Skype.

The city also rolled out free public transit in 2013 **(9)**, and is now makes \$22 million a year in profit from the project.

There is no doubt: Estonia is modern, progressive and highly developed. The country is considered high-income, and consistently ranks highly in education, press freedom, quality of life and overall human development **(10)**.

Source: <https://www.youtube.com/watch?v=YT3okfzS6sg>

TASK 2. Ealing, Hammersmith & West London's College

Listen to five students talking about their studies at a college in London. Answer the questions below by writing the corresponding number of student (1, 2, 3, 4 or 5) in the boxes provided next to each question, as shown in example 0.

NOTE: There is ONE extra question that does not correspond to any student. For that question, fill in the box with a cross (X).

You will hear the recording TWICE.

5 points

STUDENTS:

0. CONOR (EXAMPLE)

1. ALEX
2. DEAN
3. KATHERINE
4. KEVIN
5. SHANICE

Ealing, Hammersmith &
West London's College

Ready to **Work** | Ready to **Learn**

Which student...

... is doing Creative Media Productions? (EXAMPLE)	0	✓
... has to practice with robots in his/her lessons?	5	
... is sure s/he doesn't want to work with children?	X	
... started studying Economics but ended up quitting?	2	
... wants to study at Edinburgh University?	3	
... attends college only three days a week?	1	
... is doing a two-year business course?	4	

SCORE: ____ / 5

Source: Adapted from <https://www.youtube.com/channel/UCQaEBbHZ43OeKlearb2SB3g>

TASK 2. Ealing, Hammersmith & West London's College

STUDENT 0. CONOR (Example)

My name is Conor Taylor Brown. I'm 18 and I study Creative Media Productions. Before I came to Ealing in Hammersmith I was at high school, I wasn't focused. There was nothing there that I really wanted to do. What I really wanted to do was work with film and TV. The teachers there have been really helpful and they've taught me how to do it, but also in a way that it's mostly me learning it rather than them doing it for me. [...]

STUDENT 1. ALEX

I am Alex. I'm 19 and I have an apprenticeship at Aqua Shard. At College, the connections are excellent. I got an apprenticeship at the Shard, which is a bit mind-blowing really, and really exciting. I work from Friday to Monday, and then they then give me 3 days off when I can go to College. At the College, we have a restaurant called TASTE, which is open to the public. They taught me all the basics, which are very useful for when I'm at work. [...]

STUDENT 2. DEAN

Hello, my name is Dean, I'm 21 years old and I'm studying an Access to Higher Education course for Biomedical Science. So originally, I was doing a degree in Economics and I decided it probably wasn't for me, so I had a look around and found this Access course, which would allow me to just study for one year so I can go back to University and study the subject I do want to study, which is Biomedical Science. This sort of course brings in a whole host of different people – younger people, older people – but all have one aim and that's to go to University next year.

STUDENT 3. KATHERINE

Hi, I'm Katherine and I'm 17 and I study Health and Social Care. When I was quite young I just wanted to help people and I know I want to work with children. At the College we get a lot of work experience opportunities, it's really good because you can see first-hand what we're learning about in the classroom. In the future I want to go to University, hopefully in Edinburgh. But before that I'm going to be going to Bolivia to be helping with children who've got disabilities and who have been homeless, and I found out about that through the College.

STUDENT 4. KEVIN

Hi, my name is Kevin German. I'm 36 years old, and I'm studying HND Business. Because of my age, of course, I've had a lot of experience. I looked back at my life and, you know, I'm 36, I'm like 'What have I achieved academically?' It wasn't really much. I decided that I wanted to have the qualifications behind me, so that I could then take business to another level in the future. So it's a two-year business course, which I'm doing currently. It's the foundation to a degree, as a higher education course. It was the perfect course that allowed me to build myself up over the two years, to then finalise my degree at University.

STUDENT 5. SHANICE

My name is Shanice. I'm eighteen years old and I do IT and Computing. During my high school one of my favourite subjects was IT. I wasn't highly experienced in IT, but I wanted to learn more. Coming into College has like changed the way I act. I'm more mature and it gives me proper good skills for the long run, as well. There is a robot that we have here, where we get to code how it can move. Creating code is like a new language, like I prefer the more creative side of things.

Source: Adapted from <https://www.youtube.com/channel/UCQaEBbHZ43OeKlearb2SB3g>

TASK 3. The Money Saving Expert

You will hear an extract from a podcast about Martin Lewis, an English journalist and TV presenter who gives people valuable financial advice. Decide if the statements below are TRUE (T) or FALSE (F), according to the recording. Write your final answers in the boxes next to each statement, as shown in example 0.

You will hear the recording TWICE.

10 points



0	Every Tuesday night, an email newsletter is sent to 13 million subscribers.	T	✓
1	The newsletter is called " <i>Money Saving Expert's Money Tricks</i> ".	F	
2	The most recent discounts featured on the newsletter are basically for plane tickets and fast food restaurants.	F	
3	The newsletter layout is really attractive, with lots of ads, pictures and words.	F	
4	The website (www.moneysavingexpert.com) is among the 100 most visited sites in the UK.	T	
5	Martin Lewis has amassed a fortune with the business of saving money.	T	
6	Celebrities like Taylor Swift and Beyoncé sponsored Lewis's project.	F	
7	In 2015, Lewis was better considered than any other public figure in Britain, according to the British.	T	
8	Lewis gives his financial guidance in quite an authoritarian manner.	F	
9	In the battle between the finance giants and the consumers, the latter can win if they have the right information.	T	
10	Lewis appears daily on <i>Good Morning Britain</i> , which is regularly watched by millions of viewers.	F	

SCORE: ____ / 10

Source: Adapted from :

<https://www.theguardian.com/news/audio/2019/feb/15/the-money-saving-expert-how-martin-lewis-became-the-most-trusted-man-in-britain-podcast>

TASK 3. The Money Saving Expert (TRANSCRIPCION)

The Money Saving Expert: how Martin Lewis became the most trusted man in Britain

Every Tuesday night, an email newsletter goes out to 13 million subscribers (**Example 0**). It's far more popular than Gwyneth Paltrow's Goop newsletter, which has 8 million, and the New York Times Morning Briefing, with 1.7 million. Its name, Money Saving Expert's Money Tips (**1**), barely hints at the astounding range of tricks and deals contained within. Recent emails have featured "hacks" for cheaper meals at Nando's and McDonald's, deals on broadband and savings accounts, codes giving discounted access to airport lounges and an offer for free radiator heat-reflector pads (**2**).

The newsletter looks like a relic from an earlier age of the internet: thousands of words, with no ads and few images (**3**). It began as an email that Martin Lewis – the personal finance journalist now better known as the Money Saving Expert – wrote for his friends. Today, it is the work of dozens of people at MoneySavingExpert.com, the website Lewis founded in 2003, which has become one of the 100 most popular sites in the UK, with 16 million visitors a month. (**4**)

The business of saving money has made Lewis extremely wealthy (**5**). After he sold the site in 2012 to the price-comparison firm Money Supermarket for £87m, the Financial Times called him "the most successful journalist in the world, ever". A year later, he was the seventh most Googled celebrity in the UK, nestled between Taylor Swift and Beyoncé. (**6**)

(...) At a time when money has become the measure of everything – when people often think of themselves as consumers rather than citizens – Lewis has become the most trusted man in Britain. In 2015, seven months before the EU referendum, a poll found that 71% of people trusted him when he talked about Europe, putting him ahead of any other public figure (**7**). He has achieved that status through an unusual combination of journalism, campaigning and light entertainment, without falling victim to the public's suspicion of journalists, campaigners and entertainers.

In our age of insecurity, Lewis stands out as a reassuring source of authority. Addressing a country that has never been comfortable talking about money, Lewis takes us by the hand and guides us through the bewildering world of finance (**8**). He comes across as a kind of double agent, who goes undercover among the powerful then reports back to the rest of society. It may feel as though banks, corporations and energy companies are lined up against the individual, with few politicians willing to intervene, but Lewis's work offers the alluring promise that in the battle between business and consumer, you can, with the right information, emerge the victor (**9**).

Today, at 46, Lewis is a TV personality as much as anything. He appears weekly on Good Morning Britain and This Morning, while his primetime ITV programme, The Martin Lewis Money Show, regularly attracts around 4 million viewers (**10**).

Lewis's success depends on the trust... [...]