

الجمهورية الجزائرية الديمقراطية الشعبية

الديوان الوطني للامتحانات والمسابقات

دورة: جوان 2011

وزارة التربية الوطنية

امتحان بكالوريا التعليم الثانوي

الشعب (ة): علوم تجريبية، رياضيات، تقني رياضي، تسيير واقتصاد.

المدة: ساعتان ونصف

اختبار في مادة: اللغة الإنجليزية

على المترشح أن يختار أحد الموضوعين التاليين:

الموضوع الأول

PART ONE: Reading

A) Comprehension

(15 points)

(08 points)

Read the text carefully and do the activities.

According to Webster's Dictionary, advertising is the activity of calling something to the attention of the public, especially by paid announcements. In the U. S., people who have products or services to sell usually advertise them through television, radio, newspapers, World Wide Web, magazines, books or through words and pictures on various objects found in the world around us. Advertisers master the power of argument. They do this by convincing the public that the product they are advertising will improve their lives.

Persuasion, which is the objective of advertising, is defined as the ability to convince others of your own opinion. Therefore, in a way, good persuaders have mastered the power of argument. Each year, U.S. businesses spend 135 billion dollars on TV, radio, and print ads. About one fourth of every television hour consists of advertising, and over 50% of most magazines and billboards consist of advertising. Advertising helps us attain feelings of youth, social acceptance, intimacy and power. It uses images and words to get these themes across.

1. Are the following statements true or false?

- In the USA, people selling products never advertise through the media.
- The power of argument is mastered by advertisers to convince the public.
- Persuasion is the capacity of convincing others.
- Less than 50% of magazines and billboards consist of advertising.

2. Answer the following questions according to the text.

- What is advertising?
- How can advisers convince the public that the product they are selling will improve their lives?
- What does advertising use to reach the feelings of youth?

3. In which paragraph is it mentioned that persuasion is convincing?

4. What or who do the underlined words refer to in the text?

- them (§1)
- which (§2)
- It (§2)

B) Text Exploration

(07 points)

1. Find in the text words that are closest in meaning to the following.
 a) persuading (§1) b) item (§1) c) aim (§2) d) reach (§2)
2. Complete the following chart as shown in the example.

VERB	NOUN	ADJECTIVE
Example: to produce	production/ product	productive
.....	persuasion
to consume
.....	various

3. Rewrite sentence (b) so that it means the same as sentence (a).
 1.a) "Advertisers master the power of argument." he says.
 1.b) He says that
- 2.a) Persuasion is defined as the ability to convince others of your own opinion.
 2.b) We
4. Classify the following verbs according to the pronunciation of their final 'ed'.
 described - persuaded - helped - defined - produced - consisted

/t/	/d/	/id/

5. Imagine what A says and complete the dialogue.
 A:?
 B: People who have products or services to sell.
 A:?
 B: By paid announcements through TV, radio and newspapers.
 A:?
 B: To convince the public that the product will improve their lives

PART TWO: Written Expression

(05 points)

Choose **ONE** of the following topics:

Topic One: Using the notes below, write a composition of 120 to 150 words on the following topic:
 What should be done to make the Algerian products more competitive?

- quality of products
- reasonable prices
- giving importance to packaging
- good marketing
- efficient advertising

Topic Two: You bought the last genuine expensive mobile. Later you discovered it was a counterfeit product. You are disappointed and you decide to complain. Write the letter of complaint. Send it to Mr. Amrouche, Head of the department store. [Sign it Mohamed Benokba].

موضوع اللغة الإنجليزية بكالوريا 2011 للشعب العلمية

الإجابة النموذجية وسلم التنقيط لموضوع مقترح لإمتحان البكالوريا لدورة جوان 2011.
اختبار مادة: اللغة الإنجليزية الشعبة : ع.ت/ر.ت/ر.ت.!

عدد الصفحات : 02

الإجابة النموذجية

العلامة		عناصر الإجابة (الموضوع الأول)												
المجموع	مجزأة													
2 pts 3,5 pts	0,5x4 1	<p>Part 1 : Reading (15 points) - According to.... - A/ Comprehension : - 08 pts - 1. a) F b) T c) T d) F 2. a) Averstising is the activity of calling something to the attention of the public b) by the mastering of the power of argument / through persuasion c) by using images and words 3. in § 2 4. a) products or services b) persuasion c) advertising</p>												
1 pt 1,5 pt	1,5 1 1 0,5x3	<p>B/ Text Exploration : - 07 pts - 1. a) convincing b) product c) objective d) attain 2.</p> <table border="1"> <thead> <tr> <th>Verb</th> <th>Noun</th> <th>Adjective</th> </tr> </thead> <tbody> <tr> <td>to persuade</td> <td>.....</td> <td>Persuasive-persuadable</td> </tr> <tr> <td>.....</td> <td>Cosumption/ consumer</td> <td>Consuming</td> </tr> <tr> <td>to vary</td> <td>variety</td> <td>.....</td> </tr> </tbody> </table>	Verb	Noun	Adjective	to persuade	Persuasive-persuadable	Cosumption/ consumer	Consuming	to vary	variety
Verb	Noun	Adjective												
to persuade	Persuasive-persuadable												
.....	Cosumption/ consumer	Consuming												
to vary	variety												
1,5 pt	0,75x2	<p>3. 1.b) He says that advertisers master the power of argument. 2.b) We define persuasion as the ability to convince others of your own opinion.</p>												
1,5 pt	0,25x6	<p>4.</p> <table border="1"> <thead> <tr> <th>/t/</th> <th>/d/</th> <th>/id/</th> </tr> </thead> <tbody> <tr> <td>helped</td> <td>described</td> <td>persuaded</td> </tr> <tr> <td>produced</td> <td>defined</td> <td>consisted</td> </tr> </tbody> </table>	/t/	/d/	/id/	helped	described	persuaded	produced	defined	consisted			
/t/	/d/	/id/												
helped	described	persuaded												
produced	defined	consisted												
1,5 pt	0,5x3	<p>5. A.1) Who uses advertising ? A.2) How do they advertise their products ? A.3) Why do they do so ? (accept any suitable rejoinders)</p>												
5 pts		<p>Part 2 : Written Expression : (05 points) Topic 1 : form = 3 pts content = 2 pts Topic 2 : form = 2,5 pts Content = 2,5 pts</p>												