

الموضوع الثاني

Part One: Reading A/ Comprehension

(15 points)
(08 points)

Read the text carefully then do the activities.

Advertising is a form of communication that typically attempts to persuade potential customers to purchase more of a particular brand of product or service.

On a recent visit to Glasgow, I saw a billboard advert on a main road in the city. The advert, sponsored by the Scottish Executive, aimed at encouraging Scots to drink responsibly and also be responsible for the way they encourage others to drink.

The campaign comes amidst concerns about the problems that alcohol can cause- particularly the misuse of alcohol. A Scottish health survey found that nearly 30 % of males over 21 abused the weekly recommended limits of alcohol and 70% of women over 21 drank more than the recommended units. The survey also found that while the number of males abusing the recommended limits had fallen since 1998, the number of women doing so had risen.

Problems with alcohol misuse are most evident in areas of social deprivation. For the population as a whole, alcohol leads to problems of liver and heart disease, not to mention the social costs of a culture of excessive drinking that has been widely reported to be a problem facing the police and authorities throughout the UK, not just in Scotland.

The advert also aimed at promoting a brand of whisky – a product that the Scots are very proud of. Thus, it was rather contradictory. It begs the question, therefore, about how successful adverts are in communicating a message to the public. Do adverts work? Is it the best way to change views and behaviour?

1. Choose the general idea of the text.
 - a) Advertising benefits in Scotland
 - b) The positive aspects of advertising
 - c) Advertising and alcohol
2. Say whether the following statements are True or False according to the text.
 - a) The number of women abusing the recommended limits of alcohol had increased since 1998.
 - b) Alcohol abuse leads to health problems.
 - c) The advertisement is not intended to promote whisky.
3. In which paragraph are:
 - a) The study about alcohol abuse mentioned?
 - b) The negative effects of alcohol mentioned?
4. What or who do the underlined words refer to in the text?
 - a) they (§2)
 - b) it (§5)
5. Answer the following questions according to the text.
 - a) Why do companies use advertising?
 - b) Which advert did the writer see?

B/ Text Exploration**(07 points)****1. Find in the text words or phrases closest in meaning to the following:**

- a) tries (§1) b) wrong use (§ 3) c) largely (§4)

2. Complete the following chart as shown in the example.

Verb	Noun	Adjective
Example: to consume	consumption	consuming
-----	-----	sponsored
to abuse	-----	-----
-----	communication	-----

3. Complete sentence (b) so that it means the same as sentence (a).

- a) "I saw a billboard advert in the main road of the city", he said.
b) He said that
- a) The advert is sponsored by the Scottish Executive.
b) The Scottish Executive

4. Classify the following words according to the pronunciation of their final "s".
messages – others – attempts – faces – Scots – changes

/s/	/z/	/ɪz/

5. Reorder the following words to make a coherent sentence.

strict / advertising/ governments/ negative/ should/ on/ introduce/ regulations

Part Two: Written Expression**(05 points)***Choose one of the following topics.***Either Topic 1:** Write a letter of complaint to a travel agency about its bad services during your holiday. Use the following notes:Advertisement:

- beautiful hotel
- double room with balcony in front of the sea
- relaxing activities: sports, music, visits,.....
- varied and fresh meals

What you have found:

- dirty hotel
- single room in front of the market
- absence of activities
- poor quality of food

Or Topic 2: Write a composition of about 80 words on the following:

Advertising plays an important role in our daily life, but it is not always positive. In your opinion, what are its negative aspects on individuals and society? Justify your opinion.

العلامة		عناصر الإجابة الموضوع الثاني	محاور الموضوع															
المجموع	مجزأة																	
8 pts		Advertising																
		Part 1 :Comprehension																
	0.5 pt	1. c																
	3 pts	2. a) T b) T c) F																
	2 pts	3. a) in § 3 b) in § 4																
	0.5 pt	4. a) <u>they</u> : Scots b) <u>it</u> : the advert																
	2 pts	5- a) to persuade potential customers to purchase more of particular brand of product or service. b) advert about brand of whisky and the encouragement of Scots to drink responsibly.																
	7 pts		Text Exploration															
		1.5 pt	1- a) attempts d) misuse c) widely															
		1.5 pt	2-															
		<table border="1"> <thead> <tr> <th>Verb</th> <th>Noun</th> <th>Adjective</th> </tr> </thead> <tbody> <tr> <td>to consume</td> <td>consumption</td> <td>consuming</td> </tr> <tr> <td>to sponsor</td> <td>sponsor /sponsorship</td> <td>sponsored</td> </tr> <tr> <td>to abuse</td> <td>abuse</td> <td>abusive</td> </tr> <tr> <td>to communicate</td> <td>communication</td> <td>communicative</td> </tr> </tbody> </table>	Verb	Noun	Adjective	to consume	consumption	consuming	to sponsor	sponsor /sponsorship	sponsored	to abuse	abuse	abusive	to communicate	communication	communicative	
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1.5 pt	3- 1.b) He said that he had seen a billboard advert in the main road of the city. 2.b) The Scottish Executive sponsors the advert.																	
1.5 pt	4.	<table border="1"> <thead> <tr> <th>/s/</th> <th>/z/</th> <th>/iz/</th> </tr> </thead> <tbody> <tr> <td>attempts-Scots</td> <td>others</td> <td>changes- messages faces</td> </tr> </tbody> </table>	/s/	/z/	/iz/	attempts-Scots	others	changes- messages faces										
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5 pts	1 pt	5- Governments should introduce strict regulations on negative advertising.																
		Part 2 :Written Expression																
	3 pts	Topic 1 : Form																
	2 pts	Content																
2.5 pts	Topic 2 : Form																	
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