الموضوع الثاني

Part One: Reading (15 points)
A. Comprehension (08 pts)

Read the text carefully then do the following activities.

Advertisers spend billions of dollars a year worldwide encouraging and manipulating people into a consumer lifestyle with devastating impacts on the environment. Advertising exploits individual insecurity, creates false needs and offers counterfeit solutions. Children are particularly vulnerable to this sort of manipulation.

Children are increasingly becoming the target of advertising because of the money they spend **themselves**, the influence they have on their parents spending and because of the money they will spend when they grow up. Marketing used to concentrate on sweets and toys; it now includes clothes, shoes, fast foods, sports equipment and computer products.

Therefore, marketing to children should be carefully restricted. In particular, Internet and TV adverts should be banned. Such advertising favours the cost of these services rather than **that** of children's values, health and integrity. The future of the planet will be at stake if we allow advertisers to turn children into hyper consumers.

Adapted from S. Beder,
'A Community View' 1998, pp. 101-111

1) Say whether the following statements are true or false? Write T or F next to the letter corresponding to the statement.
   a- Huge sums of money are spent on advertising.
   b- Advertising targets children only.
   c- Modern marketing focuses on sweets and toys.
   d- Adverts have harmful effects on children.

2) Identify the paragraph in which the following ideas are mentioned.
   a- we ought to stop TV and Internet ads for kids.
   b- the influence of ads on people's lives leads to environmental degradation.

3) Answer the following questions according to the text.
   a- Are today's advertising methods ethical?
   b- Why does advertising target children? State two reasons.
   c- Do you agree with the writer's conclusion, "The future ... hyper consumers."? Justify.

4) Find who or what the underlined words in the text refer to.
   a-themselves §2   **b-**that §3

B-Text exploration (07 pts)

1) **Find in the text words or phrases that are closest in meaning to the following:**

    a- fake §1 = …   **b-**impact §2 = …   **c-**forbidden §3 = …

2) **Divide the following words into roots and affixes.**

Words	Prefixes	Roots	Suffixes
insecurity	………………..	………………..	………………..
encouraging	………………..	………………..	………………..
restricted	………………..	………………..	………………..

3) **Rewrite sentence B so that it means the same as sentence A.**

    1. A- Internet advertisements should be banned and TV ads should be banned, too.

      B- Both Internet...

    2. A- The environment is devastated because people over consume products.

      B- Because of..

4) **Fill in each gap with the appropriate word from the list given.**

    evaluate - ethical - advertising - adults - unethical - children

      There are questions about the ability of children to understand advertising and not be deceived by it. Experts say that ....**1**…. don't understand persuasive intent until they are nine years old and that it is....**2**…. to advertise to them before then. According to Holmes from the Consumers Union, "Young children have difficulty in distinguishing between ....**3**…. and reality, and ads can distort their view of the world." Additionally children are unable to ....**4**…. advertising claims.

Part two: Written expression (05 points)

Choose ONE of the following topics.

Topic one:

  You feel you are a victim of advertising. Write an article of about 80 to 100 words for your school magazine denouncing the impacts ads have on your lifestyle.

  Make the best use of the following notes.

        - manipulate / over-consumption
        - change eating habits / health problems
        - waste of money / debts
        - household waste / environmental problems

Topic two:

    You are a member in ASAL (Algerian Space Agency Laboratory). Write a letter of invitation of about 80 to 100 words to a group of pupils who wanted to know more about your agency. Explain to them the benefits of your missions in communication and national security. (**NB: Sign as Mr Farès**)

انتهى الموضوع الثاني

العلامة		عناصر الإجابة (الموضوع الثاني)
مجموع	**مجزأة**	"Advertisers spend billions of dollars..."
15pts **8pts**		**Part one: Reading** **A- Comprehension** **1-True or False**
2	0. 5x4	**a-** True **b-** False **c-** False **d-** True
1	0.5x2	**2-Locating paragraphs** a- §3 b- §1
4	0. 5 1 x2 0.5+1	**3-Answering questions** **a-** No, they are not. **b-** Because of: - the money they spend themselves - the influence they have on their parents spending - the money they will spend when they grow up. **(Accept two reasons)** **c-** Yes,(0.5) I do because over consumption causes pollution that threatens the planet.(1pt) No (0.5), if people reduce their consumption and governments work together and take necessary measures.(1pt) **(Accept any logical answer.)**
1	0.5x2	**4- Reference words** **a-**children/they **b-** the cost
7pts		**B-Text exploration** **1-Synonyms**
1.5	0.5x3	**a-** Counterfeit/false **b-** influence **c-** banned
1.5	0.5x3	**2-Roots and affixes**

Words	Prefixes	Roots	Suffixes
insecurity	in	secure	ity
encouraging	en	courage	ing
restricted	/	restrict	ed

2	1x2	**3- Transformation** **1.B- Both** Internet **and** TV advertisements/ads should be banned. **2.B-** Because of (**people's**) **over consumption of products**, the environment is devastated.
2	0.5x4	**4- Gap Filling** **1/** children **2/** unethical **3/** advertising **4/** evaluate

Part Two: Written Expression

5pts	5	**Criteria**	relevance	**Semantic coherence**	**Correct use of English**	**Excellence (vocabulary and creativity)**	**Final score**
		S.exp, M, TM, GE	**1**	**1**	**2**	**1**	**5 pts**