

Part One : Reading

(15 points)

A/ Comprehension

(08 pts)

Read the text carefully then do the following activities.

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. People are more likely to trust a product if it is endorsed by a celebrity they are familiar with and like. This helps brands advertisers to take a shortcut through the time-consuming and arduous process of building trust with their audience and simply borrow some credibility from a well-known public figure.

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.

<https://www.sk.agency/the-benefits-and-risks-of-advertisers.net>

1. Are the following statements true or false?

- American products sellers 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 quarter of magazines and billboards consist of advertising.

2. Identify the paragraphs in which the following ideas are mentioned.

- Producers use media tools to sell their products.
- Famous people assist advertisers for persuasion.

3. Answer the following questions according to the text.

- Do advertisers use only internet to promote brands? Justify.
- How can advisers give the public the feeling that their product will enhance their lives?
- What does advertising use to touch youths emotions?

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

- them (§1)
- which (§3)
- It (§3)

Text Exploration (07 points)

1. Find in the text words that are closest in meaning to the following.

- advertisements (§1)
- proof (§2)
- reach (§3)

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

Verb	Noun	Adjective
Example: to produce	production	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.

b) He says that

2.a) Persuasion is defined by Psychologists as the ability to convince others of your own opinion.

b) Psychologists

4. Classify the following verbs according to the pronunciation of their final 's'.

describes - announcements - celebrities - produces

/s/	/z/	/ɪz/

Part Two: Written Expression (05 points)

Choose ONE of the following topics.

Topic One : Identifying and analyzing competitive products are important steps when launching ads . Write a composition of 100 to 120 discussing what should be done to make the Algerian products more competitive in the international markets?

Use the following notes.

- quality of products
- reasonable prices
- good marketing
- compare to well-known brands.
- giving importance to packaging
- 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. kadri**, Head of the department store. [Sign it as **Riad Toumi**].



العلامة		Advertising عناصر الإجابة للموضوع العاشر : علميين																			
مجموع	مجزأة																				
15pts 8pts		Part one : A/ Comprehension : 1.Saying true or false and correcting the false a: F b: T c: T d: F 2. Identifying the paragraphs: a: first paragraph b: second paragraph 3.Answering the questions: a: No, they don't. Justification: they usually advertise through television, radio, newspapers, World Wide Web, magazines, books or through words and pictures on various objects found in the world around us. b: People are more likely to trust a product if it is endorsed by a celebrity they are familiar with and like. c: Advertising helps us attain feelings of youth, social acceptance, intimacy and power. It uses images and words to get these themes across. 4. Reference words: a) them (§1)→ products or services b) which (§3) → Persuasion c) It (§3) → advertising																			
02	0.5x4																				
01	0.5x2																				
03,5	1,5																				
	1																				
	1																				
01,5	0.5x3																				
7pt 01,5	0.5x3	B/ Text exploration: 1. Finding words closest in meaning: a) advertisements (§1) = announcements / b) proof (§2) = argument c) reach (§3) = attain 2. Completing the chart <table><tr><th>Verb</th><th>Noun</th><th>Adjective</th></tr><tr><td>To persuade</td><td>-----</td><td>persuasive/ded</td></tr><tr><td>-----</td><td>consumption/er/ing</td><td>consumed/able</td></tr><tr><td>To vary</td><td>Variety/ varying</td><td>-----</td></tr></table>		Verb	Noun	Adjective	To persuade	-----	persuasive/ded	-----	consumption/er/ing	consumed/able	To vary	Variety/ varying	-----						
Verb	Noun	Adjective																			
To persuade	-----	persuasive/ded																			
-----	consumption/er/ing	consumed/able																			
To vary	Variety/ varying	-----																			
01,5	0.25x6																				
02	1 x2	3. Rewriting sentence "b": b1) He says that advertisers master the power of argument. b2) Psychologists define persuasion as the ability to convince others of your own opinion . 4. Classifying words: <table><tr><th>/s/</th><th>/z/</th><th>/iz/</th></tr><tr><td>announcements</td><td>describes celebrities</td><td>produces</td></tr></table>		/s/	/z/	/iz/	announcements	describes celebrities	produces												
/s/	/z/	/iz/																			
announcements	describes celebrities	produces																			
02	0.5x4																				
05	5	Part two : Written expression: The following grid is used for scoring both topics. <table><tr><th>Criteria</th><th>Relevance</th><th>Semantic coherence</th><th>Correct use of English</th><th>Excellence (vocabulary and creativity)</th><th>Final score</th></tr><tr><td>Stream</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Sci</td><td>1</td><td>1</td><td>2</td><td>1</td><td>5 pts</td></tr></table>		Criteria	Relevance	Semantic coherence	Correct use of English	Excellence (vocabulary and creativity)	Final score	Stream						Sci	1	1	2	1	5 pts
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