

THE SECOND TERM ENGLISH EXAM

PART ONE: Reading

(15 points)

A/Comprehension:

(08pts)

Read the text carefully then do the activities.

Parents of young children and teens have an important role to play protecting their children from invasive marketing and in educating **them** about advertising from an early age.

According to Consumer Report magazine “young children have difficulty distinguishing between advertising and reality in ads, and ads can distort their view of the world.” Research has shown that children between the ages of two and five cannot differentiate between regular TV programming and commercials. Young children are especially vulnerable to misleading advertising and don’t begin to understand that advertisements are not always true until they’re eight.

According to the Canadian Paediatric Society, most food advertising on children’s and teenagers’ TV shows is for fast foods, soft drinks, candy and pre-sweetened cereals – while commercials for healthy food make up only 4 percent of **those** shown.

Fast food chains spend more than 3 billion dollars a year on advertising, much of **it** aimed at children and teenagers. The results of all this aggressive marketing of fast food, soft drinks and candy to children and teenagers are visible. According to the Heart and Stroke Foundation of Canada, almost one in four Canadian children between 7 and 12 is obese. A 2002 U.S. study showed that fast food commercials during children programming on Saturday mornings are pitching bigger and bigger portions, a trend that researchers link to an alarming rise in obesity among young people.

<http://mediasmarts.ca/marketing-consumerism>

1. The text is : a- expository b- argumentative c- narrative 0.5 pt

2. Are these statements true or false? Write T or F next to the statement: 2 pts

- a. Very young children can’t tell the difference between an advertisement and a common TV programme.
- b. The percentage of commercials for healthy food is higher than that for fast food.
- c. Little money is spent by some companies on advertisements targeted for children.
- d. Because of fast food campaigns, many children get very fat.

3. Answer the following questions according to the text: 3.5 pts

- a. Are parents responsible for their children’s protection against advertisements?
- b. What food is mostly advertised on children’s TV programmes?
- c. What are the results of the aggressive marketing of fast food?

4. What or who do the following words refer to in the text? 1.5 pt

- 1. them (§1)
- 2. those (§3)
- 3. it (§4)

5. Choose the title you think is the most appropriate to the text: 0.5 pt

- a- Aggressive Advertising
- b- Advertising
- c- Positive effects of advertising on children.

B -Text Exploration :**(7 pts)****1. Find in the text words that are closest in meaning to the following: 1 pt**

a. aggressive (§1)

c. advertisements (§ 3)

2. Classify the following words into roots and affixes: 1.5 pt

Misleading - advertisement - consumerism

Prefix	Root	Suffix
.....		
.....		
.....		

3. Rewrite sentences (b) so that they mean the same as sentences (a): 1.5 pts

1.a. Authorities don't allow marketers to mislead the consumer.

b. Marketers

2.a. Children eat too much fast foods. That's why they become obese.

b. Providing that

3.a. Not all citizens check the ingredients of food.

b. I wish.....

4. Classify the following words according to the pronunciation of the final "s": 1 pt

Commercials - promotes - advertises - sponsors

/S/	/Z/	/IZ/

5. Fill in the gaps with words from the list: 2 pts*consumers - advertising - target - goods*

Children represent an important1..... for marketers because they have their own money, they influence their parents' buying decisions and they're the adult2..... of the future. Industrial spending on 3 to children has exploded in the past decade, increasing from a mere \$ 100 million in 1990 to more than \$2 billion in 2000. Parents today don't mind buying more for their kids because families are smaller and4 definitely plays an important role in their decision.

Part Two : Written Expression**(5 pts)**

- Choose **One** of the following topics:

Topic one: Write an article for your school magazine about Ways to lose weight and fight obesity. Use the following note:.

- Go on diet.
- Eat less.
- Exercise more.
- Cycle to work or school.
- Use the stairs rather than lifts.
- Drink water rather than sugary drinks.

Topic two: You have recently been victim of food poisoning. Write a letter of complaint to the ministry of trade asking for compensation of the damage and strengthening safety measures in markets and stores.

Wish You The Best of Luck