

الجمهورية الجزائرية الديمقراطية الشعبية

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المادة : اللغة الإنجليزية

الشعبة : رياضيات و علوم تجريبية

المدة : 02 سا و 30 د

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الشعبي

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الإمتحان التجريبي في مادة اللغة الإنجليزية

على المترشح أن يختار موضوعا واحدا
الموضوع الأول

Part One : Reading and Interpreting (15 Pts)

Read the text carefully, then do the activities below.

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. Advertising means a mode of communication between a seller and a buyer. Thus, ethics in advertising means a set of well defined principles **which** govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising, there are then some points which don't match the ethical norms of advertising.

Nowadays, ads are more exaggerated and a lot of puffing issued. It seems like the advertisers lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong.

The main interest of advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated and colorful ad. **They** claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be fake, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince **them** to buy the product with outgiving a second thought.

From the Net

A/ Comprehension : (8 Pts)

1- Write the letter which corresponds to the right answer.

A/ Advertising is a form of communication between

a- the family members b- a seller and a customer c- an employer and his employee.

B/ Ethics isin the advertising industry.

a- unnecessary b- required c- useless.

C/ Advertising has advantages.

a- no b- some c- lots of

D/ Advertisers main purpose is to products.

a- sell b- manufacture c- fake

2- Answer the following questions according to the text.

a- What does ethics in advertising mean ?

b- How do advertisers augment their sales ?

c- Do adverts always tell the truth ?

3- Circle the letter that corresponds to the right answer.

The text is : a- a web article b- a newspaper article c-an extract from a novel.

4- Who/what do the underlined words refer to in the text ?

a- Which (§1)

b-they (§3)

c-them (§3)

B/ Text Exploration : (7 Pts)

1-Find in the text words that are opposites to the following :

a-drawbacks (§1) ≠ b-reduce (§3) ≠

2-Classify the following words in the table . One example is given.

Words	Prefix	Root	Suffix
Example : -Disagreement	Dis	agree	ment
a-Unethical			
b-Misleading			

3-Rewrite sentence « b » so that it means the same as sentence « a ».

A/ a-Advertisers lack knowledge of ethical norms and principles.

b-Knowledge of ethical norms and principles.....

B/ a-« The food industry was cartoon characters to capture children's attention, » he says.

b-He says that

4-Classify the following words according to the pronunciation of the final « ed ».

decorated – convinced—advertised—decided

/t/	/d/	/Id/

5-Re-order the following sentences to make a coherent passage.

a-This develops a craving for fatty and sugary foods in kids,

b-are heavily promoted during children's TV viewing time.

c-affecting their health seriously.

d-Junk foods such as pizzas, burgers and soft drinks

Part Two : Written Expression (5Pts)

Choose One of the following topics.

Topic A : Using the notes given, write a composition on how shop-keepers should behave with customers.

-Have human qualities : helpful, cheerful, honest,

-Be professional : polite, respectful, fair,

Topic B : A lot of children are exploited all over the world in hazardous works.

In a short composition, say what should be done to fight this unethical practice.

Good Luck !