

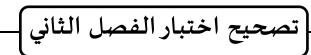
الجمهورية الجزائرية الديمقراطية الشعبية وزارة التربية الوطنية مديرية التربية الجزائر وسط

مدرسة "الرّجاء والتفوّق" الخاصّة - بوزرىعة -



التاريخ: 2019/03/03

المدة: 02 سا



المادّة: الانجليزية المستوى :الثالثة ثانوي

# 1) Indentify the type of discourse

**B**) Expository

#### 2) Choos the best answer: is the text above

A) A report

#### 3) Say whether the following statements are true, faise or not mentioned.

- **a**) Advertising is a way to inform the buying public about new launched products.
- **b**) Advertisers use tests, Surveys, techniques and methods for a successful business.

c) Teens are not as numerous consumers as adults.

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

A) Its = Adverttising B) Them = Teens c) Their = Teeragers

# 5) Answer the questions according to the text

- **a**) It gaives the publicinformation about the launchedproducts.
- b) By telephones surveys.
- É COLE PRIVÉE
- c) Wrritter questionnair.

# **B)** Text exploration (08 pts)

## 1) Find in the text words that are closest in meaning to the folloing.

**a**) Purpose \$1 = **b**) buy \$1 = **c**) Attract \$4 =

## 2) Complete the folloing table.

Verb	Noun	Adjective	Adverb
To persuad	Persuasion	Persuasive	Persuasively
To continue	Continuily	Continuous	Continiously

www.ecolerradja.com

صفحة1/3

0550 92 00 22 / 0561 60 62 09

# 3) Rwrite the second sentence keeping the same meaning as the first on given.

- **a**) Persuasive strategies are used by advertisers to consumers to by.
- b) Advertisesrs use persuasive to get consumus to buy
- **c)** Athough many people think that advertising is manipulative, there is not true way of proving it has bad effect.
- $\mathbf{d}$ ) Despite That advertising is manipulative there is no true way of provins .

There are too many adverts on TV, as a result, people buy products they do not need.

If there are many adverts one TV, people will buy products they do not need

# 4) Join the folloing sentences using the appropriate connector( so as to, because, so + adj...that).

- a) Consumers avoid buying certain products. because have no confedence in their availability.
- **b**) Televition commercials include music and images. That so as to what attract the attention of teens
- c) Advertisers are really so tactful. That attract lot consumers.
- 5) Classify the folloing words according to the number of their syllables.
  - a) Ma/ni/pu/la/tive b)Suc/cessu/ful c)Res/pon/si/bi/li/ties d) Con/su/me/rism.
- 6) Fill in the txte gaps so as the text makes sense( teens in adverticers of
  increase on). É ⊂ O L E P R I V É E

Whey ara teenagers being targeted? Because they are keen on being fashionable and their number is expected to increas in the next decades. Advertisers are accuced of Influencing teens

to by things they do not need. It's up to leens to make wise choices and develop shopping skills that are intelligent.

#### c) Written expression : (05pts)

#### choose one of the following topics :

**Topic one:** Most consumers spend too much money on buying produts they do not need.

are you for or against?

- 1) Mass media allow the spread of adverts.
- 2) Constant adverts.
- **3**) Part of people's daily life.
- 4) Bib impact.
- 5) Great peruasion.

Consequences( consumers buy unnecessary products/they always feel unsatisfied **Topic tow:** Write a letter of complaint to a manifacturer about a product you have bought



www.ecolerradja.com

0550 92 00 22 / 0561 60 62 09