

التاريخ: 2019/03/03

المدة: 02 س

المادة: اللغة الإنجليزية

المستوى: الثالثة ثانوي

اختبار الفصل الثاني

A) COMPREHENSION (07pts)

Read the text carefully and the activities below

Advertisers use specific methods to target teen consumers, but these methods are not always successful or ethical. Advertising is giving the general public information about new goods and trying to increase sales by attracting consumers, something that is efficient for the nation's economy. However, advertising alone doesn't get consumers if persuasion, which is its main objective, is missing. Unless you make research about the consumer's behaviour, likes and dislikes, you won't be able to convince them to purchase a product.

Therefore, the most popular method is tests and surveys, both before and after a product is introduced. Telephone surveys, written questionnaires and samples, either handed out in stores or sent by mail, are effective tests to see if consumers like a product or not. All of this data collected has other purposes, such as information on warranties and which groups to target for certain products. In this way, companies learn what consumers want before wasting money.

As teens are able to spend their money more freely, because they do not have responsibilities of adults, they are becoming big targets for advertisers; this is due to the fact that parents give them a complete control of brand choice.

As a consequence, advertisers are focusing on teenagers because of their going consumerism.

Teens want to show their individuality by their clothes and possessions, they like to feel good about themselves, as a result, they buy new materials to produce that feeling. To keep up with changing trends, teens are continuously purchasing new items which advertisers devise specific ads to appeal to these chancing teens.

1) Identify the type of discourse

- A) Narrative B) Expository C) Descriptive

2) Choose the best answer: is the text above

- A) A report B) A survey

3) Say whether the following statements are true, false 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 B) Then c) Their

5) Answer the questions according to the text

- a) What is the role of advertising.
b) How can advertising know about consumers' tastes and preferences?
c) Why are teens the most aimed at by companies?

B) Text exploration (08 pts)

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

- a) Purpose §1 = b) bus §1 = c) Attract §4 =

2) Complete the following table.

Verb	Noun	Adjective	Adverb
			Persuasively
		Continuous	

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

- a) Persuasive strategies are used by advertisers to consumers to buy.
b) Advertisers.....

- c) Although many people think that advertising is manipulative, there is not true of proving it has bad effect.
d) Despite
e) There are too many adverts on TV, as a result, people buy products they do not need.
f) If there

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

- a) Consumers avoid buying certain products. They have no confidence in their availability.
- b) Television commercials include music and image. That is what attracts the attention of teens
- c) Advertisers are really tactful they attract a lot of consumers.

5) Classify the following words according to the number of their syllables.

- a) Manipulative b) Successful c) Responsibilities d) Consumerism.

6) Fill in the text gaps so as the text makes sense(teens – in – advertisers – of - increase – on).

Why are teenagers being targeted? Because they are keen.....being fashionable and their number is expected to in the next decades. Advertisers are accused Influencing teens to buy things they do not need. It's up to 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 products 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) Big impact.
- 5) Great persuasion.
- 6) Consequences(consumers buy unnecessary products/they always feel unsatisfied

Topic two:

Write a letter of complaint to a manufacturer about a product you have bought

