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الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التربية الوطنية
مديرية التربية الجزائر وسط
مدرسة "الرّجاء والتفوّق" الخاصّة - بوزريعة -

مدرسة "الرّجاء والتفوّق" الخاصّة
Ecole Erradja wa Tafaouk
ÉCOLE PRIVÉE

المادّة: الانجليزية
المستوى :الثّالثة ثانوي ع ت

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امتحان البكالوريا التجريبي

على المترشح أن يختار أحد الموضوعين التاليين

الموضوع الأوّل

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: (8Pts)

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 is ……. .in 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.
1) What does ethics in advertising mean?
2) How do advertisers augment their sales?
3) 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)

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B/ Text Exploration: (7pts)

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

a) Drawbacks =/= (§1)…….…. **b)** reduce=/= (§3)……..

2) Find in the text words that are synonyms to the following:

a) purchaser =(§1)…… **b)** pretend= (§3)

3) Classify the following words in the table. One example is given.

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

4) Rewrite sentence "b" so that it means the same as sentence "a". (2Pts)

A/ a- Advertisers rarely use ethical norms and principles.

b) Ethical norms and principles……

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

c) He says that……

C/ a- Nowadays, advertisers do not understand ethical norms and principles.

b) It's high time advertisers ……..

5) Complete the following chart as shown in the example.

Verb	Noun	Adjective
Example: to advertise	**Advertisement**	**Advertised**
	thought	
		Attractive
To govern		

6) classify the following words according to the pronunciation of the final "ed". (1Pts)

Decorated- convinced- advertised- decided

/t/	/d/	/id/

7) Re-order the following sentences to make a coherent passage. (1Pts)

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 food 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, ethical……...

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.

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الموضوع الثاني

Part one: Reading and interpreting (15 Pts)

Read the passage carefully then do the activities.

Almost every day we see something in the paper or on Tv screens about the latest exciting development in the space race. Photographs are regularly flashed to the earth from millions of miles away. They are seen as a visible proof of man's new achievements and successes.

We often told that such achievements will be utilised to make life better on earth. But what has the space race done to relieve the suffering of the earth's starving millions?

The space race is just an extension of the race for power on earth. Only the wealthiest nations can compete and **they** do so in the name of pure scientific research. But in reality; all they are interested in is power and prestige.

Poverty, hunger, disease and war are man's greatest enemies and the world would be infinitely better if the powerful nations devoted half as much money and efforts to **these problems** as they do to the space race. For the first time in history, man has the overwhelming technological resources to combat human suffering, yet he spends them on meaningless pursuits.

If a man deprived himself and his family of food in order to buy a car, we would consider him mad. Individuals with limited budgets usually get their priorities right: they provide themselves with necessities before trying to obtain luxuries. Why can't great nations act in the same sensible way? Let us put our house in order first and let the space look after itself.

A/ Comprehension: (8Pts)

1- The reading passage is:

a) Descriptive**.** **b)** Expository. **c)** Argumentative.

2) Are these statements true or false according to the text?

a) The media inform us about space achievements.
b) Space research has made life better on earth.
c) Most world countries are participating in space research.
d) We should give priority to necessities.

3) answer the following questions according to the text.

a) What are the powerful nations interested in?
b) How would the world be if the rich combated human suffering?
c) Is the writer for or against space race? List words and phrases from the text to justify your answer.

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

a) they (§3) **b)** these problems (§4)

5) The text is about: (tick the right answer)

a- space achievements.
b- Space race.
c- The world's problems.

B/ Text Exploration: (7pts)

1) Find in the text words or phrases closest in the meaning to the following: (1Pts)

a) Nearly (§1) **b)** Dying of hunger(§2)

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2) Find in the text words or phrases that are opposite to the following:

a) Worst(§2) **b)** weakness (§3)

3) <u>Complete the table</u>:

Nouns	Adjectives	verbs
Achievement	**achievable**	**To achieve**
success		
		To power
	Human	

4) Complete sentence (b) so as it means the same as sentence (a). (1,5Pts)

1) a) We don't have enough information about space programme; so we cannot give explanation.

2) b) If
we……
a) Many engineering problems must be solved by man.

b) Man…….

3) a) "Before man can travel in space many engineering problems must be solved", said an astronaut.
b) An astronaut
said……..

5)<u>Ask questions on the underlined words</u>

a) The Americans spend <u>billions of dollars</u> on space programmes.
b) Photographs are flashed to the earth from <u>millions of miles away</u>.

6) <u>Reorder the following sentences to make a coherent paragraph. One sentence is irrelevant</u>.

a) Weather expectations will not be concerned.
b) Not only for spaceship launching
c) It will probably be used for communication and astronomical study as well.
d) but also for forecasting the earth's weather.
e) Many scientist believe that the moon could serve as a base.

7) <u>Classify these words according to the pronunciation of the final "s".</u> (1Pts)
States- problems- uses- travels.

/s/	/z/	/Iz/

<u>Part two</u>: written expression (5Pts)

<u>Choose one of the following topics</u>.

<u>Topic 1</u>: write an essay on the planet Mars using the notes below:

1) Size: about ½ the size of Earth.
2) Diameter: 6.79 km.
3) Surface: canyon, dunes, volcanoes and polar caps of water ice and carbon dioxide ice.
4) Atmosphere: 95% Carbon dioxide.
5) Temperature: -187° Celsius and high as 30°
6) Rotation around the sun: 687 earth days.
7) Satellites:2
8) Distance from the earth: 56 million km
9) Colour : blood-red colour
10) Mars: the name of the Roman God of War.

<u>Topic 2</u>: are you for or against space researches and programmes? Give examples to support your answer

Good luck; strive for your dreams

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