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

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

المادّة: اللغة الإنجليزية
المستوى: الثالثة ثانوي

التاريخ: 2019/03/03
المدة: 02 ســـا

اختبار الفصل الثاني

A) COMPREHENTION (07pts)

Read the text carfully and the activites below

Advertisers use specific methods to target teen consumers, but these method are not always successful or ethical. A dvertising is giving thr 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.The unless you make research about the consumer's behiviour; 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 befor and after aproduct is introduced telephone surveys, written questionneres and semples,either handed out in stores or sent by mail are effectives tests to see if consumers like a product or not.All of this data collected has other purpuses, such as information on warranties and which groups to target for certain products. In this way compaines learn what consumer want consumers want befor waching money.

As teens are able to spend their money mor 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 consequence, advertisers are focusing on teenagers because of **their** going consumerrism.

Teens want to show their individuality by their colthes and prossessions, they like to feel good about themselves, as a result, they buy new materials to produce that feeling. To keep up whith chaning trends, teens are continuously purchasing new items whith advertisers devise specific ads to appeal to these chanchinteens.

1) Indentify the type of discourse

A) Narrative **B)** Expository **c)** Descriptive

2) Choos the best answer: is the text above

A) A report **B)** A survey

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 successuful business.

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c) Teens are not as numerous consumers as adults.

4) What or who do the underlinedwords refer to in the text

A) Its **B)** Then **c)** Their

5) Answer the questions according to the text

a) What is the rol of advertising.

b) How can advertising know about consumers' tastes and preferences?.

c) Whey are teens the most aimed at by cimpanies?.

B) Text exploration (08 pts)

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

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

2) Complet the folloing table.

Verb	Noun	Adjective	Adverb
			Persuasively
		Continous	

3) Rwrite the secend sentence keeping the same the sam meaning as the ferst on given.

a) Persuasive stratigies are used by advertisers to consumers to by.

b) Advertisesrs……

c) Athhough many people think that advertising is manipulative, there is not true of proving ut 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 …….

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

a) Consumers avoid buying certain products. They have no confedence in their availability.

b) Televition commercials include music and image. That is what attracts the attention of teens

c) Advertisers are really tactfu they attract lot consumers.

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

a) Manioulative **b)**Successuful **c)**Responsibimities **d)** Consumerism.

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

Whey ara teengars being targeted? Because they are keen…..being fashionaable and their nu-ber is expected to …... in the next decades. Advertisers are accuced ……. Influencing teens to by thing they do not need. It's up to …… to make wis choices and develop shopping skillis that are intelligent.

c) Written expression : (05pts)

choose one of folloing topics :

Topic one: Most consumers spend too much money on buuing produts they do not need are yoi for or againts?

1) Mass media allow the spread of adverts.

2) Constent adverts.

3) Part of people's daily life.

4) Bib impact.

5) Great peruasion.

6) Consequences(consumersbuy unnecessary products/they always feel unsatisfied

Topic tow:

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

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تصحيح اختبار الفصل الثاني

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.

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

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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.

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).

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?

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1) Mass media allow the spread of adverts.

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