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الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التربية الوطنية
مؤسسة التربية و التعليم الخاصة - سليم -
S.A.L.I.M
ETABLISSEMENT PRIVE D'EDUCATION ET D'ENSEIGNEMENT- SALIM -
أعتماد رقم 40 بتاريخ 23 جوان 2015 تحضيري - إبتدائي - متوسط - ثانوي رخصة فتح رقم 1094 بتاريخ 02 سبتمبر 2015

Level :3ASS.3ASGE	*March 2020*
Second Term English Exam	Duration :2 Hours

Part One: Read the text carefully and do the activities.

*We use advertising to announce interesting or helpful information to other people. A manufacturer of a product, a retailer, or a service provider may use advertising to inform the general public about the availability of **their** products and services. But advertising can accomplish so much more, as in providing information on how to contact the advertiser, where to find the advertiser, who the advertiser is and even what the advertiser's core philosophy may be.*

*Politicians use advertising to tell potential voters what their goals and priorities are. Governments use advertising to tell their citizens how to find special services, and also how to participate in the government. Businesses use advertising to engage with potential customers by telling **them** an outgoing story about the nature and strengths of their companies and organizations. Business advertisers also build up customer loyalty to their products and services.*

Advertising can be very plain and matter-of-fact or it can be extremely creative, even entertaining. The style of an advertisement may be decided by how competitive the industry of the product or service may be, or it could be that a government agency invokes creative advertising to ensure that the public becomes aware of a very important fact.

Adapted from://www.benefitsof.org/what-are-the-benetits-of-advertising/

A/- Reading Interpretation: (8 pts)

1) - The text is: (1 pt) *a- expository b- argumentative c- narrative*

2) - Are the following statements true or false according to the text? (2 pts)

a- Advertising is just an informing tool.
b- Only businesses can use advertising.
c- Advertising can be amusing.
d- Through advertising businesses gain consumer's trust.

3) - Answer the following questions according to the text: (3 pts)

a- What can advertising accomplish?
b- Why do governments use advertising?
c- How do advertisers gain the loyalty of the consumer?

4) - In which paragraph is it mentioned that " governments use advertising" (1 pt)

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4) - What or who do the underlined words refer to in the text: (1 pt)

their (§1)=…….. *them (§2)= ……..*

B/- Text Exploration: (7 pts)

1) - Find in the text words which are opposite in meaning to the following: (0,5 pt)

a- weaknesses (§2) ≠ …….. *b- boring (§3) ≠……..*

2) - Complete the following chart as shown in the example: (1,5 pt)

Verb	***Noun***	***Adjective***
Example: to organize	*organization*	*organized*
……..	*……..*	*competitive*
……..	*belief*	*……..*
To prove	*……..*	*……..*

3)-Rewrite sentence "B" so that it means the same as sentence "A": (4 pts)

1. A- Poor people can't buy what they want because goods are expensive.
B- Goods ……

2. A- Businesses must stop addressing children by their advertisements.
B- Advertisements ……

3. A- Counterfeits are of bad quality. They can cause serious health problems.
B-……

4.A- He said: " Children shall stop eating junk food".
B- He said ……

4)- Classify the following according to the pronunciation of the final "s"(1 pt)

citizens- companies- businesses- strengths.

/s/	*/z/*	*/iz/*

Part Two: Written Expression (5 pts)

choose only one topic.

Topic One: *We are sometimes victims of publicity because marketers use different techniques to attract the consumers to increase product purchase. Write an expository article of 80 to 120 words to discuss the techniques used by marketers.*

Use the following notes:
-television commercials.
- Celebrity endorsement (famous actors or actresses)
- persuasive arguments.
-repeating the same commercial message.

Topic two: some people said that counterfeit products are beneficial for consumers. Do you agree with that or no?

Good Luck

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Correction:

A/- Reading Interpretation: (8 pts)

1) - The text is: (1 pt) *a- expository*

2) - Are the following statements true or false according to the text? (2 pts)

a- Advertising is just an informing tool. False
b- Only businesses can use advertising. False
c- Advertising can be amusing. True
d- Through advertising businesses gain consumer's trust. True

3) - Answer the following questions according to the text: (3 pts)

a- Advertising can accomplish so much more, as in providing information on how to contact the advertiser, where to find the advertiser, who the advertiser is and even what the advertiser's core philosophy may be

b- Governments use advertising to tell their citizens how to find special services and also how to participate in government.

c- The advertisers gain the loyalty of the consumer by telling them an outgoing story about the nature and strengths of their companies and organizations.

4) - In which paragraph is it mentioned that " governments use advertising" (1 pt) §2

4) - What or who do the underlined words refer to in the text:

their (§1) =manufacturer of a product, a retailer, or a service provider
them (§2) = potential consumers

B/- Text Exploration:

1) - Find in the text words which are opposite in meaning to the following:

a- weaknesses (§2) ≠ strengths *b- boring (§3)≠ creative*

2) - Complete the following chart as shown in the example:

Verb	***Noun***	***Adjective***
Example: to organize	*organization*	*organized*
To compete	***competition***	*competitive*
To believe	*belief*	***believable***
To prove	***proof***	***proven***

3)-Rewrite sentence "B" so that it means the same as sentence "A":

1. A- Poor people can't buy what they want because goods are expensive.
B- Goods are expensive. As a result, poor people can't buy what they want.

2. A- Businesses must stop addressing children by their advertisements.
B- Advertisements must be stopped addressing children.

3. A- Counterfeits are of bad quality. They can cause serious health problems.
B- Counterfeits are of such bad quality that they can cause serious problems.
- Counterfeits are of bad quality. As a result, they can cause serious problems.

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4.A- He said: " Children shall stop eating junk food".
B- He said that children should stop eating junk food..

4)- Classify the following according to the pronunciation of the final "s"(1 pt)

citizens- companies- businesses- strengths.

/s/	/z/	/iz/
Citizens- strengths	companies	businesses

Part Two: Written Expression (5 pts)

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