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امتحان البكالوريا التجريبية

على المترشح أن يختار أحد الموضوعين الآتين.

الموضوع الأول

Part One: Reading:

Read the text carefully and do the activities.

Advertising is a huge global business. Each year, billions of pounds are spent in attempts to influence our decisions and to persuade us to spend more. Think of the number of messages that are aimed at each one of us in an average day. On the high street, on public transport, in newspapers and magazines and on television we are bombarded with images and slogans designed to make us part with our money. Because of the enormous amount of advertising there is around, the advertising industry is constantly trying to come up with new ways of getting our attention.

Advertisements usually interrupt magazine articles and television shows just when they are getting to the good part. Most of us would think this would be totally counter-productive, but there are many theories as to why adverts are placed in the most obtrusive location of the communication flow. One theory states that by surprising the viewers at unpredictable moments, adverts will catch them with their mental guards down, allowing the message easier passage into the viewers' minds and increasing their effectiveness. A second theory, more cynical than the other one, points out that the ads are more interesting than the TV programs, and the viewers deserve a reward for making it that far in watching them. So, because most people usually like rewards, the advert evokes a good feeling in the viewer, and this good feeling gets associated with the product that is being advertised.

Adapted from the Internet

A. Comprehension:

1) Choose the correct answer. (0.5pt)

The text is about: a) The drawbacks of advertising.

b) The effective advertising techniques.

c) The importance of advertising in business.

2) Say whether the following statements are true or false. (2pts)

a- Advertising makes people spend billions of pounds.....

b- Advertisers are continuously inventing new methods to draw people's attention.....

c- Most of the adverts are presented at the favourable moment of a TV program.

d- The adverts that surprise the viewers of TV programs are not efficient.

3) Answer the following questions from the text: (3pts)

a- How does advertising make people spend their money?.

b- Why do advertisers present adverts at unexpected moments of a television program?

c- Why does the second theory consider the adverts as a reward?

4) In which paragraph is the following idea mentioned? (0.5pt)

a) The purpose of advertising is to convince people to pay out more than they usually do.....

5) Who or what do the underlined words refer to in the text? (2pts)

a) they (2§) b) them (2§) c) their (2§) d) them(2§).....

B. Text Exploration:

1) Find words or expressions that are closest in meaning to the followings: (1pt)

a) tries (1§) = b) planned (1§) c) capture (2§) = d) prize (2§)

2) Complete the following table (1.5pt)

Verb	Noun	Adjective
.....	decision
To persuade
.....	predictable

3) Complete sentence(b) so as it means the same as sentence (a): (2pts)

1) a) The reporter said "Most advertisers are using new clever methods to attract the consumers."

b) The reporter said that.....

2) a) People buy things they don't need because they are influenced by adverts.

b) Due to.....

3) a) If he saves most of his earnings, he will be able to buy a new lap top.

b) Unless.....

4) a) Each year, billions of pounds are being spent to influence the consumers.

b) Advertisers

4) Ask question which the underlined word answer. (0.5pt)

a) The government should reduce junk food advertising.

5) Fill in each gap with the appropriate word from the list. (1pt)

Evaluate - reality - role - ability - play - unethical

There are questions about the1.....of children to understand advertising and not to be deceived by it. Experts say that children don't understand persuasive intent until they are nine years old and that it is2..... to advertise to them before then. According to Holmes from the Consumers Union, "Young children have difficulty in distinguishing between advertising and.....3.... , and adverts can distort their view of the world." Additionally, children are unable to....4... advertising claims.

7) Classify the following words according to the number of their syllables. (1pt)

message - newspaper - street - obtrusive

One Syllable	Two Syllables	Three Syllables

Part Two: Written

Expression (5pts)

Choose ONE of the following topics

Topic One: You feel you are a victim of advertising. Write an article of about 80 to 120 words for your school magazine on the negative impacts of advertisements on children and teenagers.

The following notes may help.

- manipulate consumers / over-consumption
- change eating habits/ health problem
- waste of money / debts
- household waste / environmental problems

Topic Two: Write a composition of about 80 to 100 words about the following topic.

Obesity has become one of the major health problems in the world. It has different causes and many bad effects.

انتهى الموضوع الأول

Good Luck

Part One: Reading:

Read the text carefully and do the activities.

Jupiter is one of the four 'gas giant' planets of the solar system. Unlike rocky worlds as the Earth, Jupiter is composed almost entirely gas. Inside the swirling ball of gas lies a small core of solid rock. The Romans named the planet Jupiter but they couldn't possibly have known that Jupiter is the largest planet in the Solar System. The Greeks referred to the planet as Zeus, who was the king in their mythology.

Jupiter is one of the easiest planets to spot from the Earth. Because it is further from the Sun than Venus, it becomes visible long after the Sun and Venus have set. Other than the moon, it's the brightest object you can see in the middle of the night. The bright colours of Jupiter are caused by complex interaction various simple gases. Hydrogen, helium, carbon dioxide, water and methane are all present.

The great red spot on the surface of the planet is a circular knot of gases which marks a vast thunderstorm that has raged on the planet's surface for over 300 years. The spot is over twice the size of Earth and is the largest thunderstorm in the Solar System. Like Saturn, Jupiter also has a system of rings. They are very faint when viewed with naked eye. But while Saturn's rings contain ice crystals, Jupiter's contain none.

This gas giant is one of the slowest planets of the system. It takes approximately 11.9 Earth years to go around the Sun. The approach to Jupiter has to be one of the most spectacular journeys in the Solar System. It has a multitude of moons and there is evidence that there may be many smaller satellites orbiting around. Four of Jupiter's moons - Io, Europa, Ganymede and Callisto - are easily visible with binoculars. When Galileo discovered these moons in 1610, they provided the first evidence that not all heavenly bodies revolved around Earth.

Adapted from: bbc.co.uk/news/section/technology

A. Comprehension: (8pts)

1) Choose the correct answer. (0.5pt)

- a) The text is: a- argumentative b- descriptive c- expository
b) The text is: a- an extract from a book b- a newspaper article c- a web article

2) Say whether the following statements are true or false. (2pts)

- a- Jupiter is composed mainly of rock.
b- The Romans were the ones who discovered Jupiter.....
c- The big red spot on Jupiter's surface is as large as our planet.....
d- It is not possible to see clearly Jupiter's system of rings without using a telescope.....

3) Answer the following questions from the text: (4pts)

- a- Why does Jupiter look bright as the moon in the night
b- Are Saturn's rings different from Jupiter's ones? Justify.
c- Mention two similarities and two differences that exist between Earth and Jupiter.

4) In which paragraph is the orbital period of Jupiter mentioned? (0.5 pt)

5) Who or what do the underlined words refer to in the text? (1pt)

- a) they (3§) b) none(3§) c) it(4§) b) they (4§).....

B. Text Exploration:

1) Find in the text words or expressions that are opposite in meaning to the following. (1pt)

a) hidden (2§) ≠

b) bright (3§) ≠

2) Divide the following words into roots and affixes. (1pt)

irreversible - possibly - largest - decomposition -

Prefix	Root	Suffix

3) Combine each pair of sentences with the connectors between brackets. Make the necessary changes. (2pt)

a- Jupiter doesn't have a solid surface. Saturn doesn't have a solid surface. (neither...nor)

b- Astronomers observe and get information about distant stars. They use telescopes. (provided that)

c- Scientists are studying the crater made by an asteroid. They want to know the diameter of the asteroid. (in order to)

d- Earth has plenty of water. Some of regions on Earth are always dry. (although)

4) Put the verbs in brackets in the right form. (1pt)

a- If water and oxygen existed on planet Mars, many people (travel) to it to live there.

b- Many people (not believe) in the existence of extra-terrestrials.

6) Reorder the following sentences to make a coherent paragraph. (1pt)

a- The belt contains more than 200 asteroids larger than 100 kilometers in diameter.

b- Asteroids are also called minor planets or planetoids.

c- Most of them are in the asteroid belt between the orbits of Mars and Jupiter.

d- Asteroid is any of numerous small planetary bodies that revolve around the Sun.

7) Classify the words below according to the pronunciation of the final "ed": (1pt)

- provided - revolved - viewed - marked

/ t /	/ d /	/ id /

Part Two: Written Expression: (5pts)

-Choose one of the following topics.

Topic One: Suppose Martians (extra-terrestrials from Mars) landed on our planet. What would happen? Using the notes below write a composition of about 80 to 120 in which you imagine.....

- the Martians appearance. (How would they look like?)
- their reaction towards humans (Would they be friends or enemies?)
- the purpose of their travel to Earth. (What would they look for on Earth?)
- the humans' reaction towards them. (What would humans do?)

Topic Two: Online piracy has become such a common practice that some people consider it as a right. They think that nothing should prevent them from downloading and uploading the movies, the music or the books they like. They also believe that plagiarism is not a big deal and that snooping on people's private information is not a crime. Write an article of about 80 to 120 words, for your school magazine, where you explain to your classmates the danger of this unethical practice.

انتهى الموضوع الثاني

Good Luck