



MARCH:2023

Level: 3ASS /M /GE

Duration : 2H

SECOND TERM ENGLISH EXAM**Read the text carefully then do the following activities****A/Comprehension (8pts)**

Greedy marketing executives have found a new way of selling **their** products to children. Besides bombarding them on TV, in the streets and at school, the world's junk food makers are trying to sell their hamburgers, chocolate and soft drinks to children who play games on the Internet.

A new report says more than eighty percent of the world's food companies are using this clever method. The report was created by America's Kaiser Family Foundation. It is called "It's Child's Play: Advergaming and the Online Marketing of Food to Children". It is the first major analysis of how food companies advertise to children on the Web. It studies the tactics of companies such as Mars, and McDonalds in targeting kids. The report says online advertisements are more effective than TV ads at attracting children.

The report sadly brings a new word into the English vocabulary – the "advergame". This is an immoral technique to get kids attracted while **they** are having fun online. In addition, a variety of other marketing tactics are used to get kids to spend long periods of time online. The food companies fill the games with logos and advertisements. They encourage children to e-mail their friends about products and brands. They also recommend children to join special clubs related to the games. Children can increase their chances of winning games by buying the products and typing in special codes found inside the packaging. Ethical concerns are raised about the role food advertising plays in childhood obesity; some specialists warn the reach of online advertising is much deeper than that of television.

*Adapted from the Internet***1/ Choose the answer that best completes each sentence. (1,5pts)**

1- Food companies try to sell their products to kids when they

- a) play games on the Internet. b) have live chats c) do research for schoolwork

2- A new report says more than..... of the world's food companies are using a clever method.

- a) 08% b) 18 % c) 80%

3- The advergame is technique to get kids attracted while they are having fun online

- a) an ethical b) an unethical c) a safe

2/ Put the ideas below in the right order according to their occurrence in the text.(1,5pts)

- a) An analysis has been made on how food companies advertise to children on the web.

- b) Childhood obesity is one of the consequences of online food advertisements.
- c) Junk food is sold through online advertisements.

3/ Answer the following questions according to the text.(3pts)

- a) What are the different means that food companies use to sell their products?
- b) What conclusion has the report made?
- c) How do food companies encourage children to buy more products?

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

- a) Their(1§).....
- b) they(3§).....

5/ Choose a suitable title to the text.(1pt)

- a) Online Marketing
- b) Food Advertising
- c) Food Companies Targeting Kids Online

B. TEXT EXPLORATION (07pts)

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

- a) Stimulating (2§)=.....
- b) Opportunities(3§)=.....

2/ Give opposites to the following words keeping the same root. (1pt)

- a) effective ±
- b) moral ± ...
- c) populate ±
- d) available ±

3/ Complete sentence “b” so that it means the same as sentence “a”(3pts)

1/a)”The government must ban food advertisements” he said

b) He said that

2/a)Food companies advertise very interesting offers, so children buy more products.

b)Children buy more products.....

3/a) If strict measures are not taken , advertisement will have an effect on children’s health.

b) Unless.....

4/ Classify the following words according to their stressed syllable (1pt)

Advertise -ethical – achieve – education

1 st syllable	2 nd syllable	3 rd syllable

5) Fill in the gaps with four words from the following list

(distinguish - true – advertising –consumer – protecting) (1pt)

Parents of young children have an important role to play in their kids from the invasive marketing and in educating them about from an early age .Children have difficulty tobetween advertising and reality in ads .Kids don't begin to understand that advertisements are not alwaysuntil they are eight.

PART 2: Written Expression

(05 pts)

Choose one of the following topics.

Either Topic 1:

The global epidemic of overweight and obesity - "globesity" - is rapidly becoming a major public health problem in many parts of the world. You are invited to prepare a speech for the World Health Organization Summit, use the following notes to write it:

Immature - eager to try everything new - easy victims - food companies – advertisers - junk food makers – responsible – overweight - heart diseases - health education – restrictions - campaigns

Or Topic 2:

“When it comes to reaching their youngest consumers, food companies are not kidding. Their sophisticated advertisements are drawing children into playing hundreds of free Internet games featuring their favourite junk food. ”

What impact does this have on children and what should be done to stop these greedy companies?

Correction

Reading comprehension

1) MCQ

- a) Play game on the internet
- b) 80 percent
- c) An unethical

2) put the ideas in the right order

- a) 2 / b) 3 / c) 1

3) Answer the questions

- a) The different methods are: TV, streets, at schools, games on the internet.
- b) The report says online advertisements are more effective than TV ads at attracting children.
- c) The food companies fill the games with logos and ads to encourage children to e-mail their friends about products and brands. Children can increase their chances of winning games by buying the products and typing in special codes found inside the packaging.....

What or who do the underlined words in the text refer to?

- b) Their (1§) Greedy marketing executives b) they (3§) kids

5/ Choose a suitable title to the text.

- a) Online Marketing b) Food Advertising c) **Food Companies Targeting Kids Online**

B. TEXT EXPLORATION

(07pts)

1/ Find in the text.

- a) stimulating (1§)=(2§) attracting b) opportunities(3§)=chances

2/ Give opposites to the following words keeping the same root.

- a) ineffective b) immoral c) depopulate d) unavailable

3/ Complete sentence "b" so that it means the same as sentence "a"

1/a) "The government must ban food advertisements" he said

- b) He said that the government had to ban food advertisements

2/a) Food companies advertise very interesting offers, so children buy more products.

- b) Children buy more products because food companies advertise very interesting offers

3/a) If strict measures are not taken, advertisement will have an effect on children's health.

c) Unless strict measures are taken , advertisements will have an effect on children's health

4/ *Classify the following words according to their stressed syllable*

Advertise -ethical – achieve – consumption

1 st syllable	2 nd syllable	3 rd syllable
Advertise ethical	Achieve	education

5) Fill in the gaps with four of the following words (distinguish - true– advertising –consumer – protecting)

Parents of young children have an important role to play in protecting their kids from the invasive marketing and in educating them about advertising from an early age .Children have difficulty to distinguish .between advertising and reality in ads .Kids don't begin to understand that advertisements are not always true until they are eight.