

## The Second Term Examination

### Part One: Reading (15pts)

#### A/Comprehension/ Interpretation: (08pts)

*\*Read the text carefully then do the following activities.*

#### Text:

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 Internet"*

#### 1- Choose the general idea of the text (1pt).

**The text is about:** a- The impact of advertisement on our society  
b- The different advertising companies  
c- Online food advertisement for children

#### 2- Are these statements true or false? Write "T" or "F" next to the letter corresponding to the statement. (2pts)

- Advertisers aim children at selling junk food online.
- TV advertisements are more attractive than online adverts.
- Advergaming is a safe and funny technique for kids online.
- Obesity is one of the consequences of online food adverts.

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

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

#### 4- Circle the letter that corresponds to the right answer. ( 1pt)

- **The text is:** a Narrative      b- Argumentative      c- Descriptive      d- Expository

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

Them ( §1) →

A new word (§3) →

**B/ Text Exploration: (07pts)**

1- Find in the text synonyms to the following. (1.5pts)

a- Publicize (§2)

b- Interested (§3)

c- Fatness (§3)

2- Complete the chart as shown in the example.(1pt)

Verb	Noun	Adjective
<i>E.g: To advertise</i>	<i>Advertisement</i>	<i>Advertised</i>
.....	Product	.....
To encourage	.....	.....

3 -Combine the following statements to get complex sentences.(2pts)

A\*/Products are available.

\*People buy them. (If)

B-\*Advertising is elementary in business.

\*Advertising informs consumers about the products (because)

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

Advertisement - Product - Obesity - Food

One syllable	Two syllables	Three syllables or More
.....	.....	.....
.....	.....	.....

5- Reorder the following sentences to make a coherent paragraph.

- a) The former are in need of almost every kind of modern comfort.
- b) They are the slaves of fashion, new products which they can't live without.
- c) The impact of publicity is greater on the poor than on the average class.
- d) The latter don't escape the negative effect of publicity too.

**Part two: Written Expression: (05pts)**

**Topic One:** Many nutritionists have reported that junk food is harmful to our health. Write a composition of about 80 words in which you explain the causes, consequences and measures to be taken to give up eating junk food. Use the following notes:

\* Large amounts of fat / obesity.

\* The high levels of fat and sodium / high blood pressure or hypertension.

\* Too much junk food / uncomfortable/ mood swings , constipation and lower your energy levels.

**Topic Two:** Many people are worried about the role that food advertising plays in childhood obesity. Write a composition of about 80 words in which you state other consequences of advertisement on T.V and the internet can have on children.

**Good Luck**