

**PART ONE : READING (15 points)**

Read the text carefully then do the activities.

Advertisers tend to think big and perhaps this is way they're always criticized. Their critics feel angry with them because they have so much money to throw around. 'It's unjust', they say "that entirely unproductive industry absorbs millions of pound each year."

Lots of big companies are making much profit. Why don't stop advertising and reduce the price of their goods? After all, it's the consumer who pays...

The poor consumer. He would have to pay a great deal more if advertising didn't create many markets for products. It's precisely because of the heavy advertising that consumer goods are so cheap. But we get the wrong idea if we think that the only purpose of advertising is to sell goods. Another important function is to inform. A great deal of knowledge we have about household goods derive largely from the advertisements we read. They introduce us to new products or remind us of the existence of a few ones we already know.

We mustn't forget that advertising makes a positive contribution to our pockets. Newspapers, commercial radios and TV companies could not subsist without this source of revenue. The fact that we pay so little for our daily paper, or enjoy so many broadcast programs is due to the money spent by advertisers. Another thing to remember is the "small adverts" in every newspaper and magazine. What a tremendous useful service they perform for the community for example, you can find a job, buy or sell a house, announce a birth, marriage or death.

**A. Comprehension. ( 8 pts)**

1. Circle the letter corresponding to the right answer.
  - The text is about:
    - a. the role advertising in our society
    - b. the bad effect of advertising on the consumer
    - c. the different advertising companies.
2. Are the following statements true or false? Write "T" for true and "F" for false next to the sentence letter.
  - a. Critics think advertising is an unproductive industry
  - b. Because of advertising consumer goods are expensive
  - c. Advertisers don't aim at selling goods only
  - d. "Small adverts" don't help the consumer much
3. Answer the following questions according to the text.
  - a. List down the functions of advertising.
  - b. In what way do "small adverts" help us.
4. What or who do the underlined words refer to in the text?
  - a. .... feel angry with them ... (§1)
  - b. They introduce us to new products..... (§3)
  - c. .... not subsist without this source of revenue. (§ 4)
  - d. .... Useful service they perform for the community.... (§ 4)

## B. Text exploration. (7 pts)

1. Find in the text words closest in meaning to the following.
  - a. disapproved or condemned (§1)
  - b. customer or purchaser (§2)
  - c. information (§3)
  - d. do (§4)
2. Derive verbs from the following nouns.
  - a. criticism
  - b. contribution
  - c. function
  - d. existence
3. Complete sentence (b) so that it means the same as sentence (a).
  - 1.a Compared to the advertiser, the consumer doesn't pay much money.
  - b. Compared to the advertiser, the consumer pays.....
  - 2.a Poor people can't buy what they see because goods are expensive.
  - b. If ....., people.....
  - 3.a "It's unjust that unproductive companies absorb millions of pounds each year," he Said.
  - b. He said that.....
  - 4.a Lots of big companies are making much profit.
  - b. Much profit.....
4. Reorder the following sentences to get a coherent paragraph.
  - a. The first 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 .
5. Underline the stressed syllable.
  - a. advertise
  - b. contribution
  - c. products
  - d. reduce

## PART TWO : WRITING (5 points)

Choose one of the following topics.

### Topic one

Poor people are the victims of publicity because they can neither resist its impact nor satisfy their needs. Using the notes below, write a composition on the harmful effects of publicity on the poor.

- temptation difficult to resist- violent struggle with themselves -harmful thoughts and actions- hatred of society- delinquency

### Topic two.

Write a composition explaining the benefit of advertising on both the producer and the consumer.