

Part one: Comprehension/Interpretation. (15 pts)**A/Comprehension: (8pts)**

Read the text carefully then do the activities.

The marketing of junk food and fast food has become big business-some have called the food industry the next Tobacco .Companies spend top dollar on advertising to make us keenly aware of their products. The aggressive advertising is working; Pepsi spends an estimated\$2.1 billion a year on marketing, Mac Donald's\$ 1.2 billion, and Coca-Cola is not far behind at \$895 million.

The average child watches 10.000 food advertisements per year on television, most are for junk food and fast food-only 2% are for fruits, vegetables, or beans. Advertisements for junk food and fast food can also be seen on magazines, movies, stores, the internet and even schools. What impact is this having on youth? Recent statistics indicate that 14% of children are now seriously overweight children between the ages of 5-10years of age already have at least one risk factor for heart disease, including elevated blood cholesterol, blood pressure or increased insulin, and type2 diabetes.

However, today's youth, particularly girls, get mixed messages from the media. On one hand ,they are bombarded daily with advertisements for junk food and fast food on television and magazines, yet the same magazines and television shows that serve up these ads also celebrate the waif look by portraying pencil -thin models.

Adapted from "Learn and Practise"

1) Say whether the following statements are true or false according to the text?

- a) Advertising for the food industry is unsuccessful.
- b) There are few advertisements for fruits
- c) Children are the first affected by advertisement of fast food.
- d) The risk of being diabetic from eating fast foods is limited.

2) Answer the following questions according to the text.

- a) Are children affected by advertisement? Justify your answer?
- b) Why do companies spend large sums of money on food advertisement?
- c) Which type of food is shown in advertisements?

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

- a) their (§) most (§2) c) this (§2) d) they (§3)

4) In which paragraph is it mentioned that:

- a) People can gain weight at an early age because of food advertisement? 32
b) Junk food is as dangerous as smoking?

B) Text Exploration: (7pts)

1) Find in the text words whose definitions follow:

- a) Behaving in a very forceful way in order to succeed (§1)
b) Having excessive fat in the body (§2):

2) Complete the following chart:

verb	noun
.....	advertisement
indicate
.....	Product
celebrate

3). Put the verbs between brackets in the correct form.

The National Eating Disorder association (~~to~~ estimate) that 80 of 10 years olds are afraid of (~~to be~~) fat. Because this can (~~to cause~~) dangerous disease which (~~to lead~~) to death.

4) Match words that rhyme:

A	B
food	right
fast	make
type	last
same	moon

Part two: Written Expression (5pts)

Choose one of the following topics

Topic one: write a composition of about 80 to 120 on the following:

Why is it important to read the labels of food? You may use these ideas:

- The acknowledgment of ingredients
- The calories
- The additives used/ the flavourings
- The expiry date
- The place of production

Topic two: Do you think it is possible to put an end to bribery in our country
Write a composition of 80 words to support your point of view.