

Part one. Reading

a- comprehension

Read the following text carefully and do the activities

It is common truth today that publicity has a harmful effect on the individual. The aggression from advertisements is growing in affluent societies. Whenever you are or wherever you go, and practically at any moment of the day or night, advertisement is there waiting for you. The street, the home, the office, the school, the stadium and every inch of the earth is a hostile environment, a battle field where advertisements are constantly offending man's peace .

The impact of publicity is greater on the poor, deprived people than on the average working class family. The poor are in need of almost every kind of modern comfort. Consumption goods and travels, mention a few of their unsatisfied necessities. The working class on the other hand does not escape the negative effects of publicity. They are the victims, too .They are the slaves of fashion .

However, at this level, mainly when the poor deprived categories of society are in real need, the temptation grows stronger and stronger. The feeling of deprivation, lack of affection and of physical comfort created by publicity, gives birth to harmful thoughts and actions.

Source: Internet

1-Write the letter which best corresponds to the right answer.

The text is about:

- a) Advertising
- b) Aggression of advertisements
- c) Advertisements and consumers

2- Are these statements true or false? Write T or F next the letter.

- a) Publicity has only positive effects on the individual.
- b) The impact of publicity is greater on the average working class family.
- c) Publicity creates bad behavior.

3- Answer the following questions according to the text.

- a) How does publicity reach people everywhere?
- b) How can publicity lead people to harmful thoughts and actions?

4-In which paragraph is it mentioned that advertisements have more effect on the poor?

b. Text exploration

1- Match words and their synonyms

words	synonyms
1-affluent	a- essentially
2-goods	b- advertisement
3-publicity	c- products
4-mainly	d-wealthy

2- Give the correct form of the verbs in brackets.

Publicity today (become)..... an important tool for companies to (sell)their products. In the near future, consumers (receive)..... messages of publicity in the Internet and (have)..... a greater choice before they buy any thing.

3- Complete the second sentence so that it means the same as the first one given.

1-a: Companies invest much money in advertising. Advertising brings much money to them.

b: Since advertising.....

2-a: Advertising will possibly cause stress.

b: Advertising.....

3-a: Advertisement in a newspaper is not as cheap as that on television.

b: Advertisement on television is.....

4-Classify the following words according to the number of their syllables.

Advertise - Poor - Impact - Advertisement - Increase - Aggressive.

One syllable	Two syllables	Three syllables	Four syllables

Part two. Written expression

Choose one topic.

Topic one:

After watching on television an advertisement on a scientific calculator, you bought one. But after a few days, it was out of order and impossible to repair .You write a letter of complaint to the manufacturer.

In this letter, you explain what happened, you complain about the bad quality of the calculator and you ask for the re-imbusement of your money.

Topic two:

A group of students from Egypt are invited to visit your town. Write a poster in which you present places and activities of interest such as (tourist places, cultural events, historical monuments...)

***Poster:** a large printed picture or notice put up for advertising.

Part one. Reading

a. comprehension

Read the text carefully then do the activities

Consumption in modern societies

Today, everywhere in the world, people have developed a new attitude towards the act of buying. The fact that markets are filled with all sorts of goods encourages everyone to engage in the purchase of a large variety of items. Some of these are essential either because they contribute for our biological survival like food and medicine or because they play an important part in protecting our mental balance like songs and books.

But next to such vital things we find numerous elements which we feel obliged to acquire although they do not have any determining role in our existence. It is in this case with fashion clothes, paintings, objects of decoration, specially designed furniture, jewels and make up products. We can also integrate in the same category the electronic devices that equip modern houses. The list still includes cameras, phone-mobiles, silver dishes, gold watches, sun-glasses, sport cars, pleasure boats and a multitude of the articles which we buy just because they are accessible in markets.

All these items do not add much to the basic needs of our species. Yet, all of us are eager to get them provided we have the means to do so. They are gradually incorporated in our life and form an important aspect of it. Initially, their production had no other aim than to provide a source of income for their creators. Now, they have brought an additional feature to our life -style and participate in shaping our personality to some extent. We are unable to abandon their use for the simple reason that such an attitude will expose us to severe criticism from our fellows who will think that we no longer belong to modernity and civilisation.

1- Choose the right answer from the given statements

a) The text is

1-Narrative

2-Argumentative

3-expository

b) Nowadays, people consume more and more articles because ...

1-of the rise of the amount of goods exposed in the market

2- of the decrease of the amount of goods exposed in the market.

3- of the bad quality of goods exposed in the market.

c) Accessible products in the markets means

1-Affordable

2-fiund at high prices

3-rarely found in markets.

2-Answer the given questions according to the text

a- What encourages people to buy a lot of items?

b- What items do we consider as being vital in life?

3-In which paragraph is it mentioned that?

"Since products are available in markets, people are able to buy them"

4- What or who do the underlined words refer to in the text

- a-.....some of these..... §1
- b-.....elements which.....§2
- c-because they..... §3.

5-Find words in the text those are closest in meaning to

- a- types
- b-take part

b-Text exploration

1- Complete the following table

Verb	Noun	Adjective
To develop
.....	Existence
.....	Criticising

2-Add appropriate affixes to get the negative meaning keeping the same root

- Fair ≠
- use≠
- relevant≠
- able≠

3 -Combine the following statements to get complex sentences

- a- Products are available.
People buy them. (If)
- b- Advertising is elementary in business.
Advertising informs consumers about the products (because)

4-Fill in the gaps with: (a-an the -some) so that the text make sense

.....people say thatblind are unhappy, but I don't agree with them. I just consider.....blind person aslucky one.

5-Underline the silent letters

- Wrap.....
- Handkerchief.....
- Christmas.....
- Knock.....

Part two. Written expression

Choose ONE topic

Topic 1:

Use the following notes to write a composition of about 100words

- People say, "Honesty is the best policy"
- Contrary to fact in our society
- Few people care for moral values
- Most think only about profit and material wealth
- There certainly are remedies.....
- Patriotism.... /a sense of responsibility /work.....

Topic 2:

Publicity gives important opportunities for companies to extend their activities. Do you agree with this point? Give your opinion

Part one. Reading**a. comprehension**

Read the text carefully then do the activities.

Nutrition

Nutrition is the science that deals with food and how the body uses it. People, like all living things, need food to live. Food supplies the energy for every action we perform, from reading a book to running a race. Food also provides substances that the body needs to build and repair its tissues and to regulate its organs and systems.

What we eat directly affects our health. A proper diet helps prevent certain illnesses and aids in recovery from others. An improper or inadequate diet increases the risk of various diseases. Eating a balanced diet is the best way to ensure that the body receives all the food substances it needs. Nutrition experts recommend that the daily diet include a certain number of servings from each of the five major food groups: (1) breads, cereals, rice, and pasta, (2) vegetables, (3) fruits, (4) milk, yogurt, and cheese, and (5) meat, poultry, fish, dried beans and peas, eggs, and nuts. Fats are also essential, but, like sweets, should be eaten in small quantities.

Workers in the field of nutrition oversee school food services, plan menus for hospitalized patients, and provide nutrition counselling for individuals. They administer international food programs and investigate the relationship between diet and health. They seek improved ways of processing, packaging, and distributing foods, and they create new foods.

David C. Thomas, PhD, Chicago University .Medical Centre.

- 1. What is the type of the text: choose the best answer:**
 - a) Narrative
 - b) expository
 - c) argumentative

- 2. Say whether the following statements are true or false, according to the text.**
 - b) Human beings need to eat in order to survive.
 - c) There are six major food categories that should our diet contain.
 - d) We should consume large quantities of sweets and fats.
 - e) Nutritionists seek to improve our eating ways and habits

- 3. Answer the following questions according to the text.**
 - a) What is nutrition?
 - b) What does an improper diet do to our health?
 - c) What are the five food groups that we should include in our daily food?
 - d) What do workers in nutrition do?

- 4. What does the underlined word in the text refer to?**

b- Text exploration

1. Match words with their synonyms.

Words	Synonyms
1- to live	a- to stop
2- suppliers	b- to survive
3- to prevent	c- providers

2. Which nouns can be derived from the following adjectives?

adjective	noun
Professional
Human
painful
sugary

3. Join the following sentences with the link words making any necessary changes.

- a).they (eat) too much food, they (put on) weight.(if)
- b). People walk quickly through their aisles. They are always under time pressure. (Because)

4. Fill in the gaps with one of the following words :(advertisement, fascination, kinds, reading)

My favourite parts of the *New York Times* Sunday newspaper are the because they exert a kind of hypnotic..... In the gift catalogue from the Z company of New York, you can find all of odd things. I once bought something from this catalogue. It was a littlelight that you can clip into your book so as not to disturb anyone sleeping in the same room.

5. Underline the content words in the following sentence:

Nutrition is the science that deals with food and how the body uses.

Part Two. Written Expression

Choose only one topic:

Topic01 :

Write a fifty-line letter to your local newspaper to complain about an item widely advertised on TV which you bought but failed to work properly within two days of purchase. (Use the appropriate letter format.)

Start like this:

Dear consumers:

Recently, I have bought a shampoo for my hair, they said it is good but.....

Topic two:

Have you ever a victim of food poisoning? Write an essay telling us about your experience and what you have learned? Give advice to other people.

Part one. Reading

a. comprehension

Read the passage carefully then do the activities

Advertising has become a very specialized activity in modern times. In the business world today, supply is usually greater than demand.

There is a great competition between different manufacturers of the same kind of product to persuade consumers to buy their favorite brand. They always have to remind the consumer of the name and the qualities of their products. They do this by advertising.

The manufacturer advertises in the newspapers and on posters. He sometimes pays for songs about his product in commercial radio programs. He employs attractive girls to distribute samples of it. He organizes competitions with prizes for winners. He has often advertised on the screen of local cinemas, but more importantly, he has advertisements put on TV programs that would accept them.

The advertisement in a newspaper is cheaper than on television. However, many businessmen think that television is more effective than either a newspaper or commercial radios.

1- Choose the best answer(a ,b or c):

The text is:

- a) Narrative, b) expository c) descriptive

2- Answer the following questions according to the text:

- a) Why is there a great competition between manufacturers?

.....

- b) How do manufacturers advertise their products?

.....

- c) Is television more important than radio in advertising?

.....

3- Are these statements true or false according to the text?

- a) Television is the best media to advertise a new product. ()
 b) Manufacturers use billboards in advertisement. ()
 c) Attractive girls are employed to buy products. ()

4- Choose the best title (a, b or c) to this passage:

- a) Advertising b) Business is Business c) For and Against Advertising

5- A) Find in the text words that are closest in meaning to:

- a) Publicity (\$1) =..... b) to convince (\$2) =.....

B) Find in the text words opposite in meaning to:

- a) Traditional (\$1) ≠..... b) refuse (\$3) ≠.....

b- Text Exploration:

1- Divide the following words into roots and affixes

Specialized - importantly - advertisement - consumption - disapproval - unhealthy.

PREFIX	ROOT	SUFFIX

2- Link the following statements using the connectors provided between brackets. Make any necessary changes.

- a) I can't answer your letter. I am too busy. (Since)
.....
- b) I send her e-mails regularly. She is a good friend of mine.(As)
.....
- c) We don't take enough vitamins. We not have enough energy.(If)
.....

3- Underline the stressed words in these sentences.

- a- I can't come on Friday because I am meeting an old friend.
- b- My father is sailing to Spain on Tuesday.
- c- What is your favorite kind of food?
- d- She couldn't remember the name of the place.

Part two. Written Expression

Reorder these sentences to get a coherent paragraph.

- a) In the middle Ages, people used pictures above their shops.
- b) Because most people could not read.
- c) The first step towards modern advertising came in the 15th and 17th centuries with the development of printing.
- d) There was no written advertising yet. At the same time, as education improved gradually the written word became accessible to more people.

Part one. Reading

a. Comprehension.

Read the text carefully then do the activities.

Corruption occurs when organisations or individuals profit improperly through **their** position in an activity, and thereby cause damage or loss. Corruption can be found in all countries but is particularly widespread in states where the legal system, mass media and the public administration are weak and undeveloped. Three levels of corruption are usually referred to: petty corruption (bureaucratic corruption), grand corruption (political corruption) and state capture (corruption which affects the entire state apparatus).

Corruption is more or less widespread in all countries. These countries are often young states that are at a stage where important social functions are still undeveloped or weak. In recent years there has been an increase in corruption in many countries. However, **it** has also been given more attention and is being combated both internationally and nationally

There are several degrees of corruption. The lowest degree is called petty corruption. Petty corruption is when a public servant, for example a customs officer, doctor or policeman, extracts illegal fees from the general public. The second degree is characterised by the involvement of high politicians and senior civil servants who take advantage of their positions to enrich themselves in order to stay in power. At its highest level, this form of corruption, known as grand corruption, often involves large international bribes and secret bank accounts in foreign banks. The third level of corruption, state capture, arises when weak states allow businessmen and other powerful people in the country to exert an influence on legislation, regulations etc, with the effect that competition in the private sector is distorted. Corruption always means that money is paid upward. It is the poorest groups that are most severely affected by corruption. For example, it can be difficult enough for poor people to afford to go to a doctor when they have to. If the doctor must also be given a bribe to do his job, poor people might just not have enough money.

1 - The text is about:

- a - The fight against corruption.
- b - Corruption and its different kinds.

2 - Say whether the following statements are true or false according to the text.

- a) - Corruption is an international phenomenon.
- b) - All the governments are combating corruption.
- c) - Corruption has no effects on the society.
- d) - Corruption is a proper way to gain profits.

3 - In which paragraph is it mentioned that

- a) - The society is influenced by corruption?
- b) - Many countries take serious measures to fight against corruption?

4 - What do the underlined words in the text refer to?

a) - their (§1) =

b) - it (§2) =

5 - Answer the following questions according to the text.

a) - What are the three kinds of corruption?

b) - Who are influenced by the corruption?

c) - Where is corruption particularly spread?

b. Text exploration.

1 - Find in the text words which are opposite in meaning to the following:

a) - strong (§1) ≠

b) - few (§3) ≠

2 - Write sentence "b" so it means the same meaning as sentence "a".

a) - Many companies are producing many counterfeit products.

b) - Many counterfeiting products.....

a) - Consumers cannot buy copies of brands.

b) - Copies of brands.....

3 - Ask the questions that the underlined words answer.

a) - The international community must fight against corruption.

b) - We can find corruption in many states.

4 - Reorder the following sentences to get a coherent paragraph:

a) - For example, the illegal act implying money

b) - Corruption threatens people and their governments.

c) - which is called bribery remains a danger

d) - because it destroys both faith and state.

5 - Underline the stressed syllable in these words:

Example: staTistics

Affect - mathematics - political - corruption

Part two. Written Expression

Write a composition of 100 words on one of the following topics.

Choose Either

Topic one:

What you would do to fight fraud and corruption if you were elected Prime Minister.

You may use these ideas:

Pass severe laws / fight capital flight / fight bribe giving and taking ...

Or

Topic two:

Many consumers think that counterfeiting is beneficial by giving them many opportunities to buy many products. This is totally wrong. Explain why counterfeiting is an unethical behaviour by give reasons and examples for this claim.

Part one. Reading

a. comprehension

Read the passage carefully then do the activities

The theft of intellectual property has become as serious for society as the theft of physical property. Not only has the problem grown in size - now accounting for \$600 billion per year in counterfeit goods worldwide - but also in the range of products and the geographic scope.

Almost every successful product - pharmaceuticals, toys, spare parts for cars and aircraft, software, entertainment products, clothes, cosmetics and fashion accessories - is being copied. All regions are now both production and consumption areas and almost no country is unaffected by **the problem**.

Intellectual property theft has become a sophisticated industry using high technology, the internet, and the networks and knows-how of organized crime. Counterfeiting and piracy are more profitable than narcotics but without the risks; they are becoming the number one crime of the 21st century. Combating **them** has become a priority for society and not just for intellectual property right holders.

1. Choose the general idea of the text.

- a - Software industry.
- b - Intellectual piracy.
- c - The internet age.

2. Answer the following questions according to the text.

- a - List three products copied by counterfeits.
- b - What is the difference between counterfeiting and narcotics?

3. What do the underlined words refer to in the text?

- a -affected by **the problem**..... (S2)
- b - Combating **them** (S3)

4. Are the following statements true or false?

- a - The theft of intellectual property has grown both in size and the range of products.
- b - Only a few successful products are being copied.
- c - Almost all countries are affected by counterfeiting.
- d - Fighting counterfeiting and piracy is not the responsibility of society.

b. Text exploration

1. Find in the text words that are closest in meaning to the following:

- a) Stealing (S1)
- b) forged (S2)
- c) possession (S3)
- d) drugs (S3)

2. Give the opposite of the following words keeping the same root

Words	Opposites
successful	
honest	
hopeful	
mature	

3. Join the following pairs of sentences using the appropriate connector.

Sothat - provided that - suchthat

- a) I don't mind if you go out for lunch. You're back for the meeting at two.
- b) It was a cloudy night. I couldn't see much.
- c) The road was wet and slippery. There were many accidents.

4. Spot the mistake in each sentence and correct it.

- a - I don't speak Spanish. I wish I speak Spanish.
- b - You'd better don't drive too fast.

5. Mark the stressed syllable in each of the following words.

/əˈræʊdaɪnæmɪks / - /æntɪks / - /mækænɪks / - /mæθəmətɪks /

6. Reorder the following words to make a coherent sentence.

Use - property - to - counterfeiters - high - steal - technology - intellectual.

Part two. Written expression

Choose one of the following topics.

Either

Topic one:

Write a composition of about 100 words about the following topic:

What should be done to combat counterfeiting?

The following notes will help you:

- People must boycott fake products.
- Companies should reduce the price of their brands.
- The government must pass stringent laws to fight imitation.

Or

Topic two:

What are the consequences of counterfeiting in Algeria?

Part one. Reading

a. comprehension

Read the text carefully then do the activities.

Advertisement today has a lot to do with almost all the aspects in our everyday lives. I absolutely agree. Anywhere you go you will come across some kind of advertisement, whether it is on a billboard, inside a magazine, on the outside of a public transportation vehicle, etc. It surrounds us everyday, everywhere, all the time.

I believe that for the most part, advertisements are an excellent source of getting a product out on the market, and having success of people seeing or hearing about it. I also agree with the idea when it says how some advertisements have unintended effects. This is a smart move on their part because the young people of today will be the World's future. It really does help to sell products.

I have the same opinion that advertisements today are reaching out to all age groups; however, they seem to target younger people a majority of the time. I never really thought of it like that before, but when I do it makes perfect sense. If there were no advertisements for different products, then they would never be so well known. The article says that most people don't realize that it is such a persuasion, but it truly is. Like it was told in the article, if advertisers get certain name brands into kid's heads now, they will most likely stick with that same brand in the future.

Advertising will always be a part of our lives. Advertisements are an influence as to what clothes we wear, what kind of foods we eat, and even as to what we physically look like.

1 - Say whether the following statements are true or false according to the text.

- a) - Advertisement has no place in our life.
- b) - The different types of ads attract the consumers to buy various products.
- c) - Daily advertisements reach out only to adults.
- d) - Advertising has a growing effect on our daily habits.

2 - What do the underlined words in the text refer to?

- a) - it (§2) =
- b) - they (§3) =

3 - Answer the following questions according to the text.

- a) - Why is advertisement a good source for advertisers today?
- b) - Which group of society do advertisements target?
- c) - Where can we find the different kinds of advertisement?

4 - In which paragraph is it mentioned that

- a) - advertisers rely on ads to make their products famous?
- b) - advertisements are found in every place?

5 - Choose the general idea for the text.

- a) - Consumers rights b) - Advertising in our society c) - Advertising's drawbacks

b. Text exploration.

1 - Match these words with their definitions.

Words	Definitions
source	to try to have an effect on a particular group of people
Target	a person, book or document that provides information
persuasion	a type of a product made by a particular company.
brand	the act of convincing somebody to do or believe something.

2 - Give the correct forms of the verbs in brackets.

GMFs may (disappear)..... from our daily eating habits because most people prefer (eat)..... natural foods. So, in the near future, companies (look)for other solutions to (get)..... people buying their processed foods.

3 - Ask the questions that the underlined words answer.

- a) - Some advertisements have unintended effects.

4 - Match pairs that rhythm.

A	B
Advertisements	force
Brands	find
Kind	products
Source	heads

Part two. Written Expression

Write a composition of 80 words on one of the following topics.

Choose Either

Topic one:

Write a short composition talking about the radical changes in our life styles.

You may use these ideas:

Eating habits / shopping habits / entertainment and leisure.

Or

Topic two:

What's your opinion about advertising? Do you think that it's beneficial or harmful to society? Justify by giving your arguments.

Part One: Reading

a. Comprehension.

Read the text carefully then do the activities.

Over the past decade, social auditing has taken on an important new role in the monitoring of labour and environmental standards. It has grown rapidly in recent years, involving various companies, consulting firms, labour unions and non-governmental organizations (NGOs) in industries such as forestry, agriculture, clothing and footwear, and textiles. The combined pressure of campaigns by trade unions and NGOs, negative media attention and an increasingly vocal public concern about working conditions have prompted some companies to have their factories audited. Concern about the credibility of such audits has been a major issue in the public debate about corporate social responsibility.

Auditing, inspection and monitoring are three terms used interchangeably to refer to the practice of evaluating a company's compliance with a set of standards. However, they represent distinct elements of this evaluation and thus provide a useful framework for the analysis of auditing a standard.

A social audit is undertaken by a company to evaluate the working conditions existing in a facility or supply chain. Unlike monitoring, it lasts anywhere from a few hours to a few days, and involves a number of steps, each one theoretically used in combination with the others. The performance of a social audit tends to involve three related processes: the document review, the site inspection and interviews with workers, management and third-party stakeholders. An auditor or team of auditors generally conducts the document review, site inspection and interviews. Social auditing does not involve continuous monitoring, although follow-up procedures are not uncommon.

1 - The text is about: (tick the right answer)

- a) - The labour standards in different fields of industry.
- b) - Social auditing as a great role in daily business.

2 - Say whether the following statements are true or false according to the text.

- a) - The media haven't succeeded in their campaigns for social audit.
- b) - All the companies had their factories audited.
- c) - The company is responsible for the evaluation of the working conditions.
- d) - The social audit involves three related processes

3 - In which paragraph is it mentioned that

- a) - Audit's credibility is a major concern for public debate?
- b) - All the steps of the social audit are related to each other?

4 - What do the underlined words in the text refer to?

- a) - it (§1) =
- b) - their (§1) =

5 - Answer the following questions according to the text.

- a) - Why does a company undertake a social audit?
- b) - What have prompted some companies to audit their factories?
- c) - What are the three parts of a social audit?

b. Text exploration.

1 - Find in the text words or phrases which are closest in meaning to the following.

- a) - a period of ten years (§1) =
- b) - parts (§2) =

2 - Fill in the table with the missing word category:

Verb	Noun	Adjective
.....	auditable
.....	inspection

3 - Give the correct forms of the verbs in brackets.

- a) - Governments should (give)..... more importance to social auditing.
- b) - Now, many companies (use)..... child labour to gain money.

4 - Ask questions that the underlined words refer to:

An auditor conducts the document review and other processes.

5 - Classify these words according to the pronunciation of their final 'es' / 's'.

Standards - audits - processes - involves - steps - practices

/S/	/Z/	/IZ/
.....

Part two: Written Expression

Write a composition of 80 words on one of the following topics.

Choose Either

Topic one:

Child labour is one of many threats facing the children's life. Write a letter to the bureau of UNICEF in Algiers exposing the effects of it on children and asking for a real prevention for them by giving more importance to education and social auditing.

You may use these ideas:

Child labour / unethical / education important / make children aware / give importance / auditing / punish companies / pass laws...

Or

Topic two:

Do you think that Algerian companies respect labour standards (working conditions)?

Justify your answer by giving some examples.

Part one. Reading

a. comprehension

Read the passage carefully then do the activities

Advertising

Most companies all over the world work hard to promote their goods to sell them. Political parties, cultural and religious also use advertising. In newspapers and magazines, many pages are full of advertisements. There are also advertisements, usually called commercials, on radio and television.

Advertisements in newspapers and magazines are expensive and only the largest companies can afford them. Small companies such as travel agencies advertise in a few lines only in small ads columns. Shops and business, and individual wanting to buy or sell second-hand household goods advertise in local papers.

The wealthiest companies buy advertising time on television. Some advertisements are like very brief episodes of a story.

Other ways of advertising include displaying large posters along roads, or small posters given to people in the streets. Many companies now advertise on the internet. All advertisements must be legal, decent and truthful.

Many people are against advertising; partly because it adds to the cost of product. People also say that the influence of advertising is too great, and that the children especially want every product they see advertised.

From oxford guide to British and American Culture.
Oxford University Press.1999

1. How many sentences are there in the above passage?
2. Are these statements true, False, Not Mentioned?

Statements	T	F	N
a. Advertising is used only by cultural associations.			
b. Small companies cannot afford advertising in newspapers and magazines.			
c. The cost of advertising time on television is \$ 200.			

3. What do the underlined words refer to?

- a- To promote their goods. (\$1)
- b- Can afford them (\$2)
- c- Because it adds (\$4)

4. Answer the following questions according to the text.

- a- Why do companies refer to advertisements?
- b- How can children be influenced by advertising?

5. Match words and their definitions.

WORDS	DEFINITIONS
1. commercials	a. to have enough money for a specified purpose .
2.to afford	b. a printed publication usually issued daily or weekly
3.newspaper	c. broadcast advertisements

b. Text exploration

1. Which adjectives can be derived from these nouns?

Nouns	Wealth	product	culture
Adjectives			

2. Cross the odd one out:

a. radio	Advertisement	Television	The internet
b. against	Smallest	Wealthiest	Largest
c. regularly	Usually	especially	Frequently

3. Fill in the gaps with one word so that the text makes sense:

Complaining a defective product or about a bad behaviour is never easy. Most don't like making scenes. However, when you buy a, it is important to know your Certain rights may be different one state another.

4. Reorder the words to make a coherent sentence.

Selling / their / difficulties / some / have / companies / in / products

5. Complete the sentences using the right prepositions.

- We were surprised the way he behaved .
- The best to sit in all times is a book.
- They were shocked what he said .

Part two. Written expression

Choose one of following topics.

Topics 01

This is a conversation between a salesman and a customer. Complete what the customer says.

Salesman: Can I help you?

Customer:

Salesman: What size do you wear?

Customer:.....

Salesman: I'm afraid we only have it in blue.

Customer:

Salesman: £ 23.99.

Customer:

Salesman: Shall I gift wrap it for you?

Customer:

Salesman: Bye, Have a nice day.

Topic 02

Some people think that television has a beneficial effect on its spectators. Others think it has a very bad effect especially on young people what is your opinion?

Give your arguments.

A-Read the text carefully then answer the given questions.

Consumption in modern societies

Today, everywhere in the world, people have developed a new attitude towards the act of buying. The fact that markets are filled with all sorts of goods encourages everyone to engage in the purchase of a large variety of items. Some of these are essential either because they contribute for our biological survival like food and medicine or because they play an important part in protecting our mental balance like songs and books.

But next to such vital things we find numerous elements which we feel obliged to acquire although they do not have any determining role in our existence. It is in this case with fashion clothes, paintings, objects of decoration, specially designed furniture, jewels and make up products. We can also integrate in the same category the electronic devices that equip modern houses. The list still includes cameras, phone-mobiles, silver dishes, gold watches, sun -glasses, sport cars, pleasure boats and a multitude of the articles which we buy just because they are accessible in markets.

All these items do not add much to the basic needs of our species. Yet, all of us are eager to get them provided we have the means to do so. They are gradually incorporated in our life and form an important aspect of it. Initially, their production had no other aim than to provide a source of income for their creators. Now, they have brought an additional feature to our life -style and participate in shaping our personality to some extent. We are unable to abandon their use for the simple reason that such an attitude will expose us to severe criticism from our fellows who will think that we no longer belong to modernity and civilisation.

2- Choose the right answer from the given statements (1.5pt)

b) The text is

1-Narrative

2-Argumentative

3-expository

b) Nowadays, people consume more and more articles because ...

1-of the rise of the amount of goods exposed in the market

2- of the decrease of the amount of goods exposed in the market .

3- of the bad quality of goods exposed in the market .

c) Accessible products in the markets means

1-Affordable

2-found at high prices

3-rarely found in markets.

2- Answer the given questions according to the text(2pts)

a/What encourages people to buy a lot of items?

b/What items do we consider as being vital in life?

3- In which paragraph is it mentioned that... (1pt)

"Since products are available in markets, people are able to buy them"

4- What or who do the underlined words refer to in the text.(1.5pt)

a/.....some of these.....§1

b/.....elements which.....§2

c/.....because they.....§3.

5- Find words in the text that are closest in meaning to (1pts)

a- types

b-take part

B-Language Study

2- Complete the following table (1.5pt)

Verb	Noun	Adjective
To develop		
	Existence	
		Criticising

2-Add appropriate affixes to get the negative meaning keeping the same root (2pts)

Fair ≠

use≠

relevant≠

able≠

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)

4-Fill in the gaps with: (a-an the -some) so that the text make sense(1pt)

.....people say thatblind are unhappy, but I don't agree with them . I just consider.....blind person aslucky one.

10-Underline silent letters(1.5pts)

Wrap.....

Handkerchief.....

Christmas.....

Knock.....

WRITING(5pts)

Choose ONE topic

Topic 1: Use the following notes to write a composition of about 100words

People say, "Honesty is the best policy"

Contrary to fact in our society

Few people care for moral values

Most think only about profit and material wealth

There certainly are remedies.....

Patriotism..../a sense of responsibility /work.....

Topic 2: Publicity gives important opportunities for companies to extend their activities.Do you agree with this point? Give your opinion

The Text:

Ethics is a set of moral rules that the professionals in any field are expected to respect when they deal either with each other or with the public. In business, ethics represents the attitudes that individuals and firms should comply with in the actions they perform and the decisions they take at every level of their realizations. Such a philosophy does not exist everywhere because it needs the existence of important conditions to apply it.

In societies where both political and cultural conditions exist for making everyone obey this practice, the main principles that those engaged in the economic branches should follow involve a good number of the qualities that have always served as the basis for civilization. Among them we find the obligation to be honest and lawful in one's activities. It is also essential to act in conformity with the spirit of fair competition which imposes the acceptance of new comers in one's sphere and forbids the recourse to the use of monopolization not only in the spheres of manufacturing and selling goods but also as regards the services which are provided to the community.

I)- Comprehension/ Interpretation:

A)- Are the following True or False?

1. Ethics should be respected only when professionals deal with each other.
2. Monopolization is an ethical behavior.
3. The existence of ethical behavior requires specific conditions.

B)- Answer these questions according to the text.

1. What makes civilization achieve constant progress?
2. What is needed to make people act ethically.
3. What actions are forbidden in modern economy.

C)- Choose the suitable title for the text.

1. Ethics in the field of business.
2. Ethics as a basis for civilization.
3. Ethical behavior.

II)- Text Exploitation:

A)- Vocabulary / Morphology:

1- Match words with their definitions.

Words	Definitions
1- fair	a- have it as a necessity
2- comply with	b- cause trouble to
3- require	c- based on a just treatment
4- disturb	d- show strict respect to.

2- Give opposites to the following using appropriate prefixes.

Expected treat efficiency honest.

3- Form nouns from these adjectives.

Honest cruel insured practical

B)- Grammar:

1- Put the following sentences into the passive.

- a- Ethics requires the payment of one' taxes to the state.
- b- Tax evasion is destroying our economy.

2- Link the pairs using so....that or such....that.

- a- They are honest. Their customers feel confident with them.
- b- Developed nations have organized structures in economy.
They never stop making progress in every field.

3-Join these pairs using provided that with the right form for the verbs in brackets.

The company (have) good reputation.
It (treat) its employees with fairness.

C)-Sound System:

Put the stress mark on the stressed syllable.

Robotics technological statistics economic.

Part1 .Reading (15 points)**a)Comprehension (8points)**

Read the text carefully then do the activities

The United Nations has sent out a warning that up to fifty per cent of prescription medicines sold in developing world pharmacies are fake. A report from the International Narcotics Control Board, the UN drugs watchdog, said fake medicines are flooding into poorer countries. It stated that the consequences of people taking these drugs can be deadly. It also warned that the trade in fake prescription drugs may soon overtake the trade in illegal drugs. Many of the resources of the world's law enforcement agencies are focused on hard drugs like heroin and cocaine. The UN suggests a refocus so that poor nations can fight the trade in counterfeit prescription drugs. The biggest problem for developing countries is that their laws are too old to control the flood, especially for sales over the Internet and those delivered by mail.

The UN warns that many people will die as a result of taking the fake drugs. The counterfeiters very cleverly copy the details on the packaging and labelling of the medicine and ensure all tablets and pills look identical to the real thing. However, the fake medicine is often a dangerous cocktail of chemicals that can kill or cause serious injury. The UN's report said the fake drugs, "expose patients to serious health risks by providing access to...medicines that are ineffective, substandard and, in some cases, even lethal." The UN's Philip Emafo said: "Gains over the past years in international drug control may be seriously undermined by this ominous development if it remains unchecked". He warned that many discount medicines in stores or online often seem to be authentic but turn out to be made from recipes posted on the Web.

www.Breaking News English.com

1. Read the text then say whether these sentences are true or false:

- | | | |
|----|--|-------|
| a. | Fifty percent of prescription drugs in poor countries may be fake. | T / F |
| b. | Some medicines are causing floods in some developing countries. | T / F |
| c. | The world's police forces are not ready to deal with this problem. | T / F |
| d. | The sale of prescription drugs over the Internet is not a problem. | T / F |

2. What do the underlined words refer to?

- a) that their laws are too old.....§1
 b) He warned that.....§2

3. Answer the following questions according to the text.

- a) Is it easy to identify the boxes and labels of the fake drugs?
 b) Where can the recipes for many fake medicines be found?

4. Choose a title to the text:

- a) UN warns of deadly fake medicine
- b) Counterfeit money
- c) Pirated software

5. What is the type of the text?

- a- a letter b-a newspaper report c-a web article

B. Text exploration (7points)

1. Find in the text words closest in meaning to the following:

- a. Counterfeit \$1 b. lethal \$ 1 c. exactly the same \$2 d. genuine \$2

2. Give the opposites of the following words keeping the same root

- a. Honest b. Legal c. moral

3. join the following pairs of a sentence using the connectors between brackets

- 1. a. they will die.
b. Many people have taken fake drugs. (Consequently)

4. Complete sentence "B" so that it means the same as sentence» A"

- 1. A.Governments ought to unite to fight counterfeiting.
b. Governments.....unite to fight counterfeiting.
- 2. A. The counterfeiters copy the details on the packaging.
B. The details.....

5. Reorder the words to get a coherent sentence

fake/ better/ trade/ stop/ the government/ in/ The /prescriptions. /had/the

Part 02:Writing (5pts)

Choose one topic:

Topic one: Write a paragraph answering the following questions

- What do you think of the counterfeiters?
- Do you ever worry the medicine you take might cause you more harm than good?
- What can people in developing countries do to protect themselves against fake drugs?
- Do you think law enforcement agencies will ever be able to stop the trade in illegal and fake prescription drugs?
- What kind of punishment do you think the counterfeiters should receive?
- Would you ever buy medicine over the Internet?

Topic two:

What can medicine companies do to make it more difficult for counterfeiters to copy their drugs?

Read the passage carefully then do the activities.

Death by advertising

Young people spend a lot of time in pubs, bars, discotheques and clubs. Because of this, they are natural targets for advertisers working for liquor companies. Advertising campaigns often include offers of cheaper drinks, free T-shirts, caps and posters. The aim is to introduce young people to new tastes and brands of liquor and to create a future generation of drinkers. One vodka company actually held a competition at a university. The prize was free vodka for a whole term.

Health experts strongly criticise this advertising. They argue that young people are unaware of the dangers of alcohol, particularly the serious risk involved in drinking large amounts of liquor and then trying to drive home. Young people, they say, do not realise how drinking affects their judgements and reactions.

In many European countries, drinking is becoming increasingly popular with teenagers, and drunk teenage drivers are often involved accidents leading to injury or death. In one case, a young girl collapsed in her home after drinking 17 tequilas at a liquor promotion. Later, while she was leaning out of the window to get some fresh air, she fell to her death.

Experts on alcoholism believe that the only way to prevent this trend is to make teenagers more aware of the effects of alcohol and of the risks they take when they drink and drive. Perhaps they should also show teenagers how they are manipulated by advertisers who are only concerned with their profits and are not worried about the consequences.

Activity one: Are the following statements true, or false?

- a) Liquor companies try to encourage teenagers to try new drinks.
- b) Teenagers are aware of the effects of alcohol on the body.
- c) Liquor companies only care about making a profit.

Activity two: Choose a, b, or c, in each question below. Only one choice is correct.

- A. It's not unusual for liquor companies to advertise by.....
 - a) Giving away free samples of vodka.
 - b) Inviting university students to pubs.
 - c) Selling alcoholic drinks at lower prices.

- B. In the example in the text, the young girl died.....
 - a) Because being drunk made her careless.
 - b) From drinking too much alcohol.

c) In a drunk driving car accident.

C. Many young people

- a) Are aware of the danger of drinking and driving.
- b) Need some fresh air after they drink.
- c) Are victims of liquor advertisers' greed?

Activity three: Answer the following questions using your own words but taking into account the information in the text.

- a) Why is advertising drinks to teenagers an investment for liquor companies?
- b) What solution is suggested by experts on alcoholism to help teenagers?

Activity four: Find a synonym for each of the four words below from six options.

Held / realize /prevent /consequence /campaign / concerned with

a-understand

b-interested in

c-organised

d-result

LANGUAGE COMPONENTS

Activity one: Match each word with its corresponding definition

word	definition
Criticize	Costing nothing
Free	Not knowing or realizing that something is happening
prevent	Disapproval of somebody or something;
Unaware	Stop something from happening :

Activity two: Ask the questions which the underlined words answer

- a) Health experts strongly criticise this advertising.
- b) A young girl collapsed in her home.
- c) Experts should show teenagers how they are manipulated by advertisers.

Activity three: Link the following pairs of sentences using the connectors in brackets. Make any necessary changes.

- a) He was ill. He could not continue his studies. (**Owing to**).
- b) Try advertising in the local paper. You want to attract more customers. (**if**)

Activity four: Mark the stress on the following words.

Criticise- competition- university- prevent- company- profits

Writing:

Write a composition on the following (100-120) words approximately).

What are the pros and cons of advertising in your opinion?

PART ONE: Reading and interpreting (15 points)

Read the text carefully then do the activities.

Bribery is the act of promising, offering, or giving a professional or person of authority something of value (i.e. money, property, services, or favors) in order to break the rules or ethics in a given situation. Bribery is a type of corruption that can occur in a number of professional and political situations. Though any one in a place of power and authority may be subject to bribery, public and government officials, police officers, legal professionals, doctors, bankers, and other business professionals are those most likely to become the subjects of bribery .

Bribery and similar illegal transactions in the political sphere alone cost the world an estimated one trillion dollars every year. Less prosperous nations those who export oil and certain other resources have been found to be particularly exposed to bribery and other corrupt activities, though even the wealthiest nations are not safe.

Bribery can considerably weaken the rule of law when this form of corruption takes place in the judicial system. Judges, district lawyers and other legal professionals may receive bribery offers to provide a particular decision in the briber's favor, drop or fail to press charges against a criminal or group of criminals, and similar activities. Bribery can take place in any professional industry or political practice. Bribery has significant legal consequences for those who are convicted of this offence.

(Adapted from "NEW YORK TIMES", Nov2007)

(A/ COMPREHENSION / INTERPRETATION)**1. Circle the choice (a, b and c). 1.5**

- A. The aim of the passage is to: (a) fight (b) narrate (c) entertain
 B. The last paragraph gives an example about bribery:
 (a) in politics (b) in teaching (c) in law
 C. The text is: (a) a letter (b) a report (c) a newspaper article

2. Are the following statements true or false? Correct the false ones.02

- a. Bribery is a kind of corruption →
 b. Anyone can be subjected to bribery. →
 c. Bribery alone costs the world's political sphere nearly one trillion dollars every year. →
 d. Bribery can fortify the rules of law when judicial system is subjected. →

3. Choose the most suitable title for the reading passage.0.5

- a/The importance of bribery. b/The consequences of bribery. c/Bribery as a criminal act.

B/ TEXT EXPLORATION:**4. Find in the text the words whose definitions follow.1.5**

- Materials, goods or anything belongs to someone. (S 1)=.....
 Operations and business deals. (S2)=.....
 Reduce and decline something. (S3)=.....

6. Cross is the odd one out:01

A	Probity	honesty	embezzlement	seriousness
B	fake	Property	Counterfeit	copy

6. Combine the following sentences using the provided connectors:01

- a. He bought a car. He could use it in his daily work (so that)
- b. He immigrated to France. He helps his poor family (in order to)

7. Underline the stressed syllables in the following words:01

- a. To subject
- b. corruption
- c.criminals
- d. public

5. Use the following words to complete the text below.03

jungle	ethical	arguments	businessmen	business	money
--------	---------	-----------	-------------	----------	-------

Some people say that.....1.... should apply their own personal.....2.... standards when doing business. They tell us that you need.....3..... to make money; that the world of business is a.....4.....; and that if we respect ethics, we can undermine the values of hard work and freedom. Let me tell you that I don't agree with these5.....at all. I believe that such arguments are only excuses to escape the responsibility of these business companies. As far as I am concerned, I say that ethics has everything to do with6.... .

9. Express it differently:04

1. a- Some parents teach their children at home.
b- Some children
2. a- Public schools do not teach the correct religious values.
b- The correct religious values
3. a- Pupils can't learn well if they don't go to school regularly.
b-.....unless.....
4. a -Home schooling is very interesting but it has a lot of drawbacks.
b- Though

10.Reorder the following words to make a coherent sentence :0.5

The	wants	his	to	he	education	children	have	best
-----	-------	-----	----	----	-----------	----------	------	------

PART TWO: WRITTEN EXPRESSION: Choose one of the following topics (5pts)

Topic 1 " Everyman has his price." proverb

(All people can be corrupted in one way or another. This is a very negative point of view to hold about human nature.) In no more than 80 words write a composition explaining how much do you agree or disagree with this opinion.

Topic 2 Write a short article giving your opinion about unethical behaviours at schools.

Use the following notes:

- many pupils take others works...
- encourage laziness...
- no revision/ work in class...
- some parents want their children to be helped...-wasting time...

PART ONE: Reading**(14pts)****Bribery**

Bribery is the crime of giving or receiving something of value to influence official action. Both the person giving and the person receiving the bribe are guilty of bribery. Bribery is illegal for two reasons. First, it usually involves a public official using his or her office for personal gain. Second, it can cause officials to make unfair decisions that affect citizens.

Usually, a person who bribes a public official is paying to get special treatment. This special treatment can come in many forms. For example, a company might bribe an official to win a government contract. Bribing a public official is the most common type of bribery. In the United States, officials convicted of bribery may be fired, removed from office, and sent to prison for up to 20 years. Commercial bribery, the bribery of owners or employees of private companies, is also illegal in many places, but it is less commonly punished.

No one knows how often people commit bribery, but many experts believe that most people who bribe officials are never caught. Bribery is more common in some countries or parts of countries than in others. Many countries have made it illegal to bribe officials from other countries. Bribery and similar illegal transactions in the political sphere alone cost the world an estimated one trillion dollars every year. Poor nations have been found to be particularly exposed to bribery and other corrupt activities, though even the wealthiest nations are not safe.

(Adapted from "NEW YORK TIMES", Nov2007)

I- Comprehension / Interpretation**(07pts)**

A/ Multiple Choice: Choose the answer that best completes each statement. (01pt)

- 1) The type of the passage is: a) narrative b) expository c) descriptive
 2) The text is: a) a letter b) a report c) a newspaper article

B/ True / False Statements: Are the following statements true or false? (01.5pt)

- 1) Neither the person giving nor the person receiving the bribe is innocent of bribery.
 2) In the United States, officials convicted of bribery are rewarded and given special favours.
 3) We can catch people who bribe officials.

C/ Comprehension Questions: Answer the following questions according to the text

- 1) What is bribery?
 2) Why is bribery illegal?
 3) What are the nations that suffer most from bribery?

D/ Cohesive Markers: What / who do the underlined words refer to in the text

- 1) second it can cause (§1) = ... 2) but it is less (§2) = ... 3) have made it illegal (§3)
= ...

II- Text Exploration

E/ Synonyms: *Find in the text words that are closest in meaning to the following.*

- 1) causes (§1) = ... 2) a lot of (§2) = ...

F/ Opposites: *Find in the text words opposite in meaning to the following.*

- 1) innocent (§1) ≠ ... 2) lose (§2) ≠ ...

I/ Morphology: *Which nouns can be derived from the following adjectives?*

(possible - hospitable - honest - ethical)

J/ Syntax: *Rewrite sentence (b) so that it means the same as sentence (a).*

1/ (a) I am afraid our government can't stop corruption.

(b) I wish our government

2/ (a) "The banknote is counterfeited," the cashier said.

(b) The cashier said that

K/ Discourse: *Fill in the gaps with words from the list so that the text makes sense.*

(dishonest - sit - internet - illegal)

Many people find it(1)..... to infringe some copyright through the.....(2)..... . They put the copyright theft in a pirate(3)..... in order to share them with other internet users. So, it is something(4)..... and unethical.

L/ Sound System: *Classify the following words according to the pronunciation of their final "S":*

a) chances

b) citizens

c) ethics

d) cases

PART TWO:

Written Expression (06pts)

Choose one of the following topics.

Topic 1:

Our country is witnessing unethical behaviours in different fields. If you are elected head of the

nation, what measures will you take in order to eradicate this kind of behaviours?

The following ideas may help you:

- punish dishonest (corrupted) people ...
- appoint honest civil servants ...
- pass strict laws ...
- fight tax evasion ...

Topic 2:

Next December, there will be an anti-corruption summit in Strasbourg organized by a group of

states against corruption. What would you suggest if you had the opportunity to attend the

summit? Write a paragraph about your suggestions.

PART ONE: READING**Passage :**

The term "counterfeit drug" may be used to describe a drug that is made by someone other than the genuine manufacturer, by copying or imitating the original product, without authority or right, in order to defraud and sell it as the original one.

Anyone, anywhere in the world, can come across counterfeit medicine which looks right but **which** contains harmful toxic substances or inactive ingredients. In all cases, contents of counterfeits are unreliable since **their** source is unknown and always illegal.

Lack of borders' control, weak regulations governing the medicine distribution system and the globalization of markets, all these three elements together have contributed to a rise of both counterfeiting medicines and the existence of poor quality products.

Fake medicines can be life threatening - and are reported to have caused even death in Africa and Asia - because inert antibiotics do not cure an infectious disease and a counterfeit vaccine does not protect from illness.

On the economic side, legitimate manufacturers of pharmaceutical products suffer from patent and copyright infringement because counterfeiting in reality "hijacks" their products. The governments are also affected by this through the loss of taxation revenue. In conclusion, a lot of people are earning huge sums of money, others are losing them, and between these and those, millions of victims are completely lost inside the dilemma of quality and price...

Adapted from PLOS MEDICINE, a journal published by The Library of Science.

A - Comprehension/Interpretation: (08 pts)

A- MULTIPLE CHOICE Choose the correct answer:

- 1) The text is a: a) radio news bulletin b) story c) newspaper article
- 2) The text is about: a) Fake medicines and their effects.
 b) Fighting counterfeit drugs.
 c) The medicine distribution system.
- 3) The text is: a) argumentative b) narrative c) descriptive

B- TRUE/FALSE STATEMENTS: Are the following statements true or false.

- 1) Counterfeit medicine contains the right ingredients.
- 2) Fake drugs can kill.
- 3) A counterfeit vaccine protects from illness.
- 4) The governments affected the loss of taxation revenue

C- COMPREHENSION QUESTIONS: Answer the questions according to the text.

- 1) What has encouraged the spread of counterfeit medicine?
- 2) Why are the contents of counterfeits unreliable?
- 3) Who are the victims of counterfeiting ?

D- COHESIVE MARKERS: What / who do the underlined words refer to in the text?
 1) which contains (\$2) = ... 2) their source (\$2) = ...

E- LOCATING PARAGRAPH: Which paragraph mentions the causes of drug counterfeiting?)

B - Text Exploration

F- OPPOSITES: Find in the text words opposite in meaning to the following:
 1) active (\$2) ≠ ... 2) rich (\$2) ≠ ...

G - MORPHOLOGY: Complete the following table:

Noun	Verb	Adjective
.....	productive
.....	to die

H - SYNTAX: Combine the following sentences using the connectors provided in brackets:

Fake brands are cheap. Some people don't hesitate to buy them.

(so...that)

I - QUESTION MAKING: Ask a question on the underlined words.

Fake drugs have caused death in Africa and Asia.

J- SOUND SYSTEM: Classify the following items according to the pronunciation of the final "S":

(drugs - Mathematics - technologies - causes)

K- DISCOURSE: Fill in the gaps with words from the list so that the text makes sense.

(dishonest - sit - internet - illegal)

Many people find it(1)..... to infringe some copyright through the.....(2)..... . They put the copyright theft in a pirate(3)..... in order to share them with other internet users. So, it is something(4)..... and unethical.

PART TWO: WRITTEN EXPRESSION (05 pts)

Choose one of the following topics.

Topic One: Using the following notes write a composition on counterfeit products.

- copies and imitations: poor quality...
- fake medicines: kill people...
- bad reputation to the country...
- bad effects on economy...

Topic Two: Write a composition on the following topic.

Counterfeit medicines can harm and kill. What should be done to stop such unethical business?

Read the passage carefully then do the activities.

Advertisers have brought the art of propaganda very near to perfection. The advertiser has something to sell; he wishes to present his goods in the most favourable manner possible. Frequently, he has to create on us a strong want for his goods. He will seek to arouse our emotions, appealing to our desire to be healthier or more beautiful or better dressed than we are. At the same time, the skilful advertiser will support his appeal with proofs that his goods are able to satisfy these desires.

Advertisers use many methods to get us to buy their articles. One of their most successful methods is to make us feel dissatisfied with ourselves and our imperfect lives. Adverts not only inform consumers about new products available on the local market but also show us who we aren't and what we don't have. Our teeth aren't white enough. Our clothes aren't fashionable enough. Advertisements make us afraid that people won't like us if we don't use the advertised products. Although we might not like to admit it, advertisements on television and newspapers probably influence us much more than we think. Each of us has a mental picture of the kind of person we would like to be. For example, a modern young woman would like to think that she looks like a movie star. A middle-aged man might want to see himself as a strong attractive athlete. Advertisers know this.

Advertisers get psychologists study the way consumers think and their reasons for choosing one product instead of another. These experts tell advertisers about the movies of fear and self-image.

Activity one: Are these statements true, false or not mentioned?

1. In order to sell his goods, the advertiser presents them in the best way.
2. Television is better than newspapers to advertise a product.
3. Only one method is used by advertisers to get us buy their products.
4. Advertisers make us feel that we aren't satisfied with ourselves.

Activity two: Answer these questions according to the text.

1. What is the main method used by advertisers to get us buy their products?
2. Why are psychologists so helpful to advertisers?

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

1. to present his goods.....S1
2. to see himself.....S2
3. These experts tell.....S3

Activity five: Match each word with its corresponding definition.

Word	definition
1. consumers	a-to make somebody pleased by doing or giving them what they want
2. imperfect	B-people who buy goods for their own use.
3. satisfy	c-containing faults or mistakes; not complete

LANGUAGE COMPONENTS

Activity one: Complete the following chart as shown in the example.

Noun	adjective	Verb
satisfaction	satisfied	Satisfy
.....	successful
.....	Inform
attraction

Activity two: Complete sentence (b) so that it means the same as sentence (a).

- (a)-Advertisers use many methods to get us to buy their articles.
 (b)Many methods.....
- (a)"The children want every thing they see,» he told me.
 (b)He told me.....

Activity three: Reorder the following sentences to make a coherent paragraph.

- 1) People also say that the influence of advertising is too great ,
- 2) Partly because it adds to the cost of the product.
- 3) Many people are against advertising,
- 4) And that the children want every product they see advertised

Activity five: Classify these words according to the pronunciation of their final"ed"

Dissatisfied-produced-decided-advertised-wanted-learned

/t/	/d/	/id/

Writing:

In no more than 80 words, write a summary of the reading passage.

The text

The global anti-corruption watchdog Transparency International (TI) has announced corruption is on the rise around the world in both rich and poor countries. A TI press release* reports there are serious levels of corruption in a majority of countries. The organization's annual survey seeks to ascertain how corrupt governments are by questioning businesspeople, academics and public officials. Bangladesh and Chad finished bottom of the Corruption Perceptions Index. Iceland finished top as the nation with the world's cleanest publicly run affairs. Close behind are Finland, New Zealand, Denmark and Singapore. Countries where perceptions of corruption are declining include Hong Kong, Turkey and Nigeria, while nations that had deteriorating statistics include Russia, Sri Lanka, Canada and Ireland.

TI chairman Peter Eigen said: "Corruption is a major cause of poverty as well as a barrier to overcoming it. The two scourges [of corruption and poverty] feed off each other, locking populations in a cycle of misery. Corruption must be vigorously addressed if aid is to make a real difference in freeing people from poverty." David Nussbaum, TI's chief executive, stated: "Corruption isn't a natural disaster: it is the cold, calculated theft of opportunity from the men, women and children who are least able to protect themselves. Leaders must go beyond lip service and make good on their promises to provide the commitment and resources to improve governance, transparency and accountability." The world has set its sights on halving extreme poverty by 2015.

<http://ww1.transparency.org/cpi/2005/2005.10.18.cpi.en.html>

1. Give a title to the text.
2. In which paragraph is it mentioned that "CORRUPTION IS A MAN-MADE CATASTROPHE".
3. Say "true" or "False".
 - a. Corruption is widespread in poor countries only.
 - b. Iceland has the world's cleanest publicly run affairs.
 - c. Nigeria experienced the biggest deterioration in transparency
 - d. Corruption was a natural catastrophe.
4. Answer the following questions according to the text:
 - a. What is the main reason of corruption?
 - b. What are the most corrupt countries?
 - c. What should leaders do to fight corruption?

B-TEXT EXPLORATION:

1. Match words with their synonyms

Words	Synonyms
1) Transparency	a) Hollow words
2) deteriorating	b) defeating
3) Lip service	c) openness

2. Complete the table

Noun	Adjective
Poverty
.....	Major
Transparency
.....	Extreme
corruption

3. Rewrite sentence "B" So that it means the same as "A"

- 1- a-Corruption must be vigorously addressed.
b-They.....
- 2- a- A global anti-corruption watchdog issued a report on corruption.
b-The.....

4. Sound system: Classify the following words according to their final "S"

Levels- affairs resources promises academics perceptions

/s/	/z/	/iz/

5. Discourse: Fill in the gaps

What is Transparency International? It is a civil society organization that.....(1).....the fight against corruption. It brings people together in a(2).....worldwide coalition to end the devastating.....(3)..... Of corruption.....(4).....men, women and children around the world.(5)..... Mission is to sreate change towards a world(6).....

PART TWO: Writing

Choose one topic only

Topic one: Use the notes to write a composition about this topic.

Can corruption ever benefit the country? Is corruption ever justifiable?

- Corruption-hurt everyone.
- It-Harm the poor most
- The impact of corruption-not visible
- Corruption-many consequences/effects
- Corruption-affect people's lives in general & your life in particular.
- Corrupt officials-to be punished
- What can be done to reduce and stop corruption?

Topic two:

How important is it to you to be a moral and ethical person? Why? Explain

The Text:

Teenagers have become top consumers in today's society, so advertisers have focused on getting their business. Why are teens being targeted? Because they are taken on being fashionable, and **their** number is expected to grow in the next decades. Winning teens over as customers today, means possible long-term customers.

Teenagers are becoming big targets for advertisers due to their growing consumerism. They want to show individuality by their clothes and possessions. They like to feel good about themselves, so they buy new materials to produce **that feeling**. They are continuously purchasing new items to keep up with the changing trends.

Therefore, advertisers use their view of teens to create ads; **they** use original, flashy, and funny ads to reach the teenage audience. Advertisers use celebrities to endorse products because teens admire **them**. Since teens are still trying to find themselves, advertisers try to create ads and brands that will survive past the years of teenagers.

There is a controversial subject with advertising: teenage smoking is on the rise. As a result, tobacco advertisements have been blamed for the increasing use of tobacco by teenagers. Despite the many opinions that advertising is manipulative, a waste of time, and a bad influence on human being, there is no way of providing **it** has a bad effect on people. It is simply intended to reveal the benefits of products **that** consumers want, and consumers have the choice to buy.

From: the Internet

Part one : Reading**I) - Comprehension / Interpretation : (08 Pts)****A)- The text above is about: (01 Pt)**

1. Teens and consumption.
2. Teenagers and smoking.
3. The effects of advertising on teens.

B)- Read the text and mark the statements below as "True" or " False" .

1. Advertisers target teens because they are easy to influence.
2. Famous people are used in ads to attract the attention of teens.
3. People agree that advertisements are manipulative.

C)- Answer these questions according to the text. (3 pts)

1. What aim do advertisers have when they target teens?
2. Why are teenagers big consumers?
3. Are there ads specially designed for teens?

D)- In which paragraph does the writer mention some of the negative effects of advertising? (1 pt)**E)- What do the words written in bold type in the text refer to? (1.5 Pt)**

II) - Text Exploration : (07 Pts)

A)- Find in the text two words which mean:

- 1- Making something publicly known.
- 2- Causing people to debate about something.

B)- Pick out from the text two adjectives ending in "Y", then supply their nouns.

C)- Decide whether the gerund or the present simple must be used with the verbs in brackets. (1 pt)

(watch) TV is not all the time beneficial. When we let our children (watch) ads about cigarettes or junk foods, they may be easily influenced by (see) their idols (do) such things.

D)- Fill in the blanks with the appropriate prepositions from the list below.(1Pt)

Of - about - to - for - with - from.

A food label refers..... the legally required nutritional or consumer safety informationthe food product. It is usedbranding, advertising or marketing purpose. Advertising must comply.....the Fair Trading Act.

E)- Rewrite each sentence using the connectors between brackets. (1Pt)

- Teenagers are becoming big targets for advertisers due to their growing consumerism. (as a result)
- Teens don't have responsibilities, so they spend their money more freely. (because)

F)- Fill in the gaps with words from the following list

Products , studies , labels , verified , action , complaints

Food manufacturers must ensure that their.....are accurate and can be verified. Targeted surveillance.....are carried out and.....about non-compliance are acted upon.

Part two writing : (5 Pts)

Choose either topic 1 or 2

Topic 1: Suppose you saw a product on TV. You bought it, but when used it didn't give the promised results.

Write a letter of complaint to the manufacturer of this product to show your disappointment.

Topic 2 : Summarize the text in about a quarter of its length.

The Text:

Business ethics can be examined from various perspectives, including the perspective of the employee, the commercial enterprise, and society as a whole. Very often, situations arise in **which** there is a conflict between one or more of the parties, such that serving the interest of one party is a detriment to the other. Some ethicists see the principal role of ethics as the harmonization and reconciliation of conflicting interests. As a matter of fact, ethical issues and approaches are being discussed in the context of business.

Philosophers and others disagree about the purpose of a business in a society. For example, **they** suggest that the principle purpose of a business is to maximise returns to its owners, or in the case of a publicly-trade concern, shareholders. Thus, under this view, only those activities that increase profitability and shareholder value should be encouraged. However, some point out that self-interest would still require a business to obey the law and adhere to basic moral values, because the consequences of failing to do so could be very costly in fines, loss of licensure, or company reputation.

Other theorists think that a business has moral duties that are extending well beyond serving the interests of **its** owners and shareholders, and these duties consist of more than obeying the law. **They** believe a business has moral responsibilities to people who have an interest in the conduct of the business, which might include employers, customers, vendors, the local community, or even society as a whole.

From: English A Key For BAC

Part one : Reading**I) - Comprehension / Interpretation : (07 Pts)**

A)- The text above is about:

1. Theoretical issues in business ethics.
2. Moral duties of businesses.
3. Ethics as a solution to interest conflicts.

B)- Read the text and mark the statements below as "True" or " False" . (1pt)

1. The main role of ethics is the reconciliation of conflicting interests.
2. There is a general agreement on the role of business in society.

C)- Answer these questions according to the text. (3 pts)

1. What are the dimensions under which business ethics should be studied?
2. How do ethicists define ethics?
3. What will happen if a business transgresses the law?

D)- In which paragraph it is mentioned that only materialistic side counts in business? (1 pt)

E)- What do the words written in bold type in the text refer to? (1 Pt)

II) - Text Exploration : (08 Pts)

A)-

- 1)- Find in the text two words closest in meaning to: main (p1), expensive (p2)
- 2)- What nouns can be derived from these adjectives: profitable , interesting ?

B)- (3Pts)

1)- Rewrite the following sentences starting with the verb "wish". Pay attention to the tenses. (1 Pt)

1. Someone regretting having accepted a bribe.
2. Someone wishing himself head of an anti-corruption association.

2)- Link the pairs using "so...that" or "such...that". (1Pt)

* It is difficult to control all businesses. Some of them don't hesitate to transgress the law.

3)- Rewrite this sentence starting with "if". (1Pt)

* The company has bad reputation because it doesn't respect labor standards.

C)- (1Pt) Put the stress mark on the appropriate syllable.

Reputation , economical , statistics , profitability.

D)- (2 Pt)

Fill in the gaps with words from the following list.

Resources , technologies, major , users , invention , ethical.

Since theof high speed Internet....., computerare able to pirate material at such an alarming pace that it becomes aconcern for businesses.

Part two: writing : (5 Pts)

Choose either topic 1 or 2

Topic 1 : Most people in our society say that when you start a business all that matters is making profits. Do you agree with such a view?

Topic 2 : Some companies lack minimum working standards such as safety, fair salaries, Write a composition of about 20 lines on the appropriate measures that should be taken to stop such practices.

The Text:

A fatty compound called cholesterol is one of the main substances involved in the formation of plaque. Cholesterol is found in many foods, including egg yolks, butter, and red meat. Eating both cholesterol and saturated fats seems to increase the amount of cholesterol in the blood. Most scientists recommend eating a diet low in overall fat, with cholesterol and saturated fats eaten most sparingly of all. **They** think that limiting the amount of fat eaten, especially saturated fat may also help people avoid certain types of cancer.

Eating a high-fat diet can contribute to excess consumption of calories, **which** can lead to obesity. Obesity is overweight severe enough to pose a medical risk. People with obesity have an increased likelihood of many health problems, including diabetes, coronary artery disease, and a liver disorder called cirrhosis. In the United States, all processed foods must carry a label that states the amount of total cholesterol and saturated fat in a serving. **This information** is provided to help people control the amount of fat and calories in their diets.

People are advised not to let advertising influence the choice of the kind of food they want to eat. Many experts consider TV watching and TV advertisements a cause of overweight. **They** make people consume without thinking of their energy balance.

From: the Internet

Part one: Reading**I) - Comprehension / Interpretation: (08 Pts)****A)- The text above is about: (01 Pt)**

- 1- The causes and consequences of overweight.
- 2- Eating habits today.
- 3- Advertisements and obesity.

B)- Read the text and mark the statements below as "True" or " False" . (2 pt)

- 1- Scientists advise people not to eat fat meat.
- 2- You can keep out cancer if you don't eat fat.
- 3- Advertisements teach people to eat healthy food.
- 4- Obesity is an open door to diseases.

C)- Answer these questions according to the text. (3 pts)

- 1- What are the sources of cholesterol?
- 2- What is the cause of obesity?
- 3- Do people respect their energy balance?

D)- What do the words written in bold type in the text refer to? (2 Pt)

II) - Text Exploration: (07 Pts)

A)- Find in the text words closest in meaning to:
Quantity, kinds , danger. (1.5)

B)- Find in the text words whose definitions follow: (1)

- 1- Limited variety of food that you eat to lose weight.
- 2- When a person becomes extremely fat.

C)- Decide whether the gerund or the present simple must be used with the verbs in brackets. (1 pt)

(Watch) TV is not all the time beneficial. When we let our children (watch) ads about cigarettes or junk foods, they may be easily influenced by (see) their idols (do) such things.

D)- Fill in the blanks with the appropriate prepositions from the list below.(1Pt)

Of - about - to - for - with - from.

A food label refers..... the legally required nutritional or consumer safety informationthe food product. It is usedbranding, advertising or marketing purpose. Advertising must comply.....the Fair Trading Act.

E)- Fill in the gaps with words from the following list. (1.5)

Products , studies , labels , verified , action , complaints

Food manufacturers must ensure that their.....are accurate and can be verified. Targeted surveillance.....are carried out and.....about non-compliance are acted upon.

F)- Mark the stress on the following words:

Advertisements , advertise, consumption , obesity. (1)

Part two writing : (5 Pts)

Choose either topic 1 or 2

Topic 1: One of your friends is already fat. In spite of this, he never stops his habit of eating between meals.

Write a dialogue to tell him about the consequences of his bad eating habits and advise him to go on a diet.

Topic 2 : Use the following notes to build a paragraph on obesity and advertising.

- People watch too much TV
- TV shows many ads.
- Ads encourage people to eat fast food.
- Fast food unhealthy.
- People don't practice sport.
- They become obese
- Obesity causes many illnesses

Text:

Bribery is a crime implying a sum or gift given that alerts the behaviour of the person in ways not consistent with the duties of that person. It is defined by Black's Law Dictionary as the offering, receiving, giving, or soliciting of any item of value to influence the actions of an official or other person in discharge in discharge of a public or legal duty. The bribe is the gift bestowed to influence the receiver's conduct. It may be any money; good ;right in action, property, preferment, privilege, emolument, object of value, advantage or any promise or undertaking to induce or influence the action, vote, or influence of a person in an official or public capacity.

It is a form of political corruption and is generally considered unethical. In most jurisdictions it is illegal, or at least cause for sanctions from one's employer or professional organization.

For example, a motorist may bribe a police officer not to issue a ticket for speeding, or a citizen seeking paperwork or utility line connections may bribe a functionary for faster service, a construction company may bribe a civil servant to award a contract, or a narcotics smuggler may bribe a judge to lessen criminal penalties.

In some cases, the briber holds a powerful role and controls the transactions; in other cases, a bribe may be effectively extracted from the person paying it.

From: the Internet

Comprehension//Interpretation (07pts)

- 1)The text is :
- a)an extract from a book
 - b)a web article
 - c)a survey

2) Answer the following questions according to the text

- a)What's the purpose of the act of bribery?
- b)Is corruption sometimes permitted? Explain.
- c)Why do people generally commit such an action?

3)In which paragraph is it said that the corrupt could be the master?

4)Put the sentences below in the right order according to the text

- Lists of corrupt individuals
- writer's opinion on the action
- possible positions of the corrupt
- definition of corruption

- 5)What type of discourse is the above passage:
- a)expository
 - b) Narrative

Text Exploration (08pts)

- 1) Find in the text words closer in meaning to: seeking sanctions
- 2) Which adjectives can be derived from: corruption fraud influence capacity?
- 3) Add more words to the list below

Unethical-illegal-.....-.....

- 4) Join the pairs of sentences using the connector between brackets with the right tense for the verbs.

- a) You (keep) your probity and integrity. Your business (continue) to prosper.(provided that)
- b) Authorities (pass) stringent laws. They (protect) citizens from corrupt civil servants (if)

- 5) Reorder the following words to get a coherent sentence
Sent/every/must/commits/ body/ who/jail/to/a/be/ fraud

- 6) Classify the words below according to the number of their syllables

Corruption-bribery-consistent-narcotics

Part Two: Written Expression (05pts)

Choose one topic

Topic One: Use the following notes to write a composition of about 100 words

People say: "honesty is the best policy" .Contrary to what takes place in our society/few people care for moral values/Most think about profit and material wealth/These are certainly remedies...patriotism, a sense of responsibility, ethical codes ,loyalty.....

Topic Two:

What would you do to fight corruption if you were elected president?

Part One: Comprehension//Interpretation (15pts)**Text:**

Beside the grand corruption, there is the petty corruption: Poor people have to pay low or middle civil servants in order to get access to security, health, education justice and so on. Many NGO have a benign neglect for this petty corruption because it corresponds to some cultural habits and involves small amounts of money and relatively low level officials.

We think that this day to day corruption corresponds to bad cultural habits and must be condemned because it is always paving the way to grand corruption. The existence of this petty corruption is often the sign that you are in a country exposed to grand corruption.

Moreover, this petty corruption affects large populations. For example, look at entitled corruption in South Asia. A recent survey results indicates that 100% of households polled reported paying bribes in relation with the police, the judiciary, or the land administration. Public services such as drinking water, education health and law enforcement are supposed to be free but nurses, forestry guard, policemen and so on are constantly asking bribes.

As a result, this petty corruption may represent huge amount of money since the little streams make the big rivers!. The above survey reports that more than half of the users of public hospitals in Bangladesh, had paid a bribe to access a service, with bribes averaging \$33. In Pakistan, 92% of households that had experience with public education reported having to pay bribes; the average amount paid was \$86.

«Corruption is likely a deadly virus. It has no boundaries. We need to fight it where ever it is found,' said Jack Straw, the home secretary. Richard Capron, the trade minister added:' The government believes that bribery has no place in modern economy. These proposals demonstrate our determination to be at the forefront of international efforts to stamp out bribery".

From: The Internet

A/Comprehension (08pts)**1-Choose the correct answer**

- The text is about: a-Corruption in developed countries
 B-Petty corruption in the Third World
 C-Fighting corruption in developing countries

2-Are the following statements ''True' or "False»? Correct the false ones

- A-Petty corruption is found in all developing countries.
 B-It is neglected by anti-corruption organizations.
 C-Corruption in South Asia is reaching it's peak.
 D-Petty corruption requires huge amounts of money.

3-In which paragraph are the causes of corruption mentioned?

4-Answer the questions below according to the reading passage

- A-Why is it necessary to fight corruption?
- b-Why do people pay bribes?
- c-To what did Jack Straw compare corruption?

5-What do the words written in bold type in the text refer to?

B/Text Exploration (08pts)

1-Find in the text words corresponding to the following definitions:

- A-give not enough care or attention
- b-has an influence on

2-Which nouns can be derived from the following adjectives:

Honest-moral-responsible-cruel

3-Join the pairs of sentences below using the following connectors:

"so that" , "such that"

A-Corruption is widespread. It threatens human rights.

B-Developed nations have organized structures in economy. They never stop making progress.

4-Circle / identify the stressed syllable in these words

Corruption-uneconomical-public-mechanics

5-Fill in the gaps so that the text makes sense

Counterfeiting accounts for 05 %to 7% of the world.....Since the world trade represents \$12,000 billions,.....could account for \$600 billions .Motorvehicles,household appliances and medicines are the.....concerned sectors. This.....is experiencing unprecedented growth.

Part Two: Writing (04pts)

Choose one topic

Topic One: The Algerian markets are full of imitated products.

Use the notes below to write a public statement addressing the consumers to boycott these goods:

- Counterfeits are of a bad quality
- They may be dangerous (contain poisonous substances)
- Imitating products is a theft
- Counterfeits do not pay taxes (harm the economy of the nation)

Topic Two:

Petty corruption is mostly found in developing countries why?