

Read the text carefully then do the following activities.

Advertisers spend billions of dollars a year worldwide encouraging and manipulating people into a consumer lifestyle with devastating impacts on the environment. Advertising exploits individual insecurity, creates false needs and offers counterfeit solutions. Children are particularly vulnerable to this sort of manipulation.

Children are increasingly becoming the target of advertising because of the money they spend **themselves**, the influence they have on their parents spending and because of the money they will spend when they grow up. Marketing used to concentrate on sweets and toys; it now includes clothes, shoes, fast foods, sports equipment and computer products.

Therefore, marketing to children should be carefully restricted. In particular, Internet and TV adverts should be banned. Such advertising favours the cost of these services rather than **that** of children's values, health and integrity. The future of the planet will be at stake if we allow advertisers to turn children into hyper consumers.

Adapted from S. Beder,
'A Community View' 1998, pp. 101-111

1) Say whether the following statements are true or false? Write T or F next to the letter corresponding to the statement.

- Huge sums of money are spent on advertising.
- Advertising targets children only.
- Modern marketing focuses on sweets and toys.
- Adverts have harmful effects on children.

2) Identify the paragraph in which the following ideas are mentioned.

- we ought to stop TV and Internet ads for kids.
- the influence of ads on people's lives leads to environmental degradation.

دروسكم

منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



3) Answer the following questions according to the text.

a- Are today's advertising methods ethical?

b- Why does advertising target children? State two reasons.

c- Do you agree with the writer's conclusion, "The future ... hyper consumers."? Justify.

4) Find who or what the underlined words in the text refer to.

a-themselves §2

b-that §3

منصة التعليم الإلكتروني
دروسكم

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منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



B-Text exploration

(07 pts)

1) Find in the text words or phrases that are closest in meaning to the following:

a- fake §1 = ...

b-impact §2 = ...

c-forbidden §3 = ...

2) Divide the following words into roots and affixes.

Words	Prefixes	Roots	Suffixes
insecurity
encouraging
restricted

3) Rewrite sentence B so that it means the same as sentence A.

1. A- Internet advertisements should be banned and TV ads should be banned, too.

B- Both Internet.....

2. A- The environment is devastated because people over consume products.

B- Because of.....

4) Fill in each gap with the appropriate word from the list given.

evaluate - ethical - advertising - adults - unethical - children

There are questions about the ability of children to understand advertising and not be deceived by it. Experts say that1.... don't understand persuasive intent until they are nine years old and that it is....2.... to advertise to them before then. According to Holmes from the Consumers Union, "Young children have difficulty in distinguishing between3.... and reality, and ads can distort their view of the world." Additionally children are unable to4.... advertising claims.

دروسكم
منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك





Part two: Written expression

(05 points)

Choose ONE of the following topics.

Topic one:

You feel you are a victim of advertising. Write an article of about 80 to 100 words for your school magazine denouncing the impacts ads have on your lifestyle.

Make the best use of the following notes.

- manipulate / over-consumption
- change eating habits / health problems
- waste of money / debts
- household waste / environmental problems

دروسكم
منصة التعليم الإلكتروني

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



Eating Habits in America

There seem to be four trends in America at present which are connected with foods and dining. First, there has been a notable increase in the number of reasonably priced restaurants **which** offer specialty foods. Secondly, growing numbers of Americans are more regularly going out to eat in restaurants. One reason is that they are not too expensive. Another reason, probably more important, is that many American women today do not feel that their lives are best spent in the kitchen.

A third trend is that as a result of nationwide health campaigns, Americans in general are eating a much lighter diet. Cereals and grain foods, fruits and vegetables, fish and salads are emphasised instead of heavy and sweet foods. More than one American, of course, will refuse to give up that "solid" meal of meat, potatoes, and gravy.

Finally, there is that international trend to "fast food" chains which sell pizza, hamburgers, Mexican foods, chicken, salads and sandwiches, sea-foods and various ice-creams. While many Americans and many other people resent this trend and while, as may be expected, restaurants also dislike **it**, many young, middle-aged, and old people, both rich and poor, continue to buy and eat fast foods.

(From Douglas K. Stevenson, **American Life and Institutions**)

1. Circle the letter that corresponds to the right answer.

The text is: a. prescriptive b. narrative c. expository

2. In which paragraph is it mentioned that:

- Americans prefer light meals to big meals.
- junk foods consuming is a worldwide trend.

3. Answer the following questions according to the text.

- What makes Americans turn to lighter diet?
- Why do American women feel that their lives are best spent outside the kitchen?

دروسكم
منصة التعليم الإلكتروني



ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



4. Read the text and put the following sentences in the order they appear in the text.

- Some Americans reject fast foods.
- Junk food is still popular in America.
- American women are fond of eating outdoors.
- American restaurants are inexpensive.

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

- which (§1)
- it (§3)

B) Text Exploration

(07 points)

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

- increasing (§1)
- different (§3)

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

- regular
- important
- continue
- healthy

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



3. Connect each pair of sentences with one of the given words. Make changes where necessary.

because - so..... that - unless

- Branding and packaging are important. They have become an integral part of the product.
- You keep fit. You eat a balanced diet.
- Americans eat in restaurants. The restaurants are reasonably priced.

4. Classify the following words according to the pronunciation of the final 's'.

bodies – campaigns – fruits – foods – sandwiches – dislikes

/s/	/z/	/ɪz/

5. Fill in the gaps with words from the list.

likely – choose – teenagers – habits

Many factors affect what people choose to eat. These include age,1..... and presentation. Different sectors of the community will2..... to eat different types of food, for example the factors that are most3..... to convince teenagers to buy foods are convenience, trend, taste, cheapness, but4..... do not generally care if food is environmentally friendly.

دروسكم
منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



Part Two: Written Expression

(05 pts)

Choose **ONE** of the following topics:

Topic one:

Obese people are more likely to get certain diseases than thinner people.
Using the following notes, write a composition of 80 to 120 words stating the main causes of obesity, its dangers and how to control it.

- consuming too many calories
- physical inactivity
- genetic heredity
- diseases
- excess of weight
- medical check-up
- diet -exercise-surgery

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منصة التعليم الإلكتروني

دروسكم
منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



Read the text carefully to do the activities

Research clearly shows that being **overweight** greatly increases your risk for many diseases including heart disease, cancer, and diabetes. If you are overweight, **combining regular physical activity with a healthful eating plan** is the most effective way to lose weight and to sustain the loss. If you are at a **healthy weight**, your goal is to maintain **that weight**.

Whether you are young or old, you can improve your health by being more active each day. Choose activities that you enjoy and can do regularly. Although you will gain more **health benefits** with high intensity exercise that lasts 30 minutes or more, low-to-moderate activities can be part of your regular physical exercise. For some **people**, this means fitting more activity of daily living into **their** usual routine. This could include using the elevator less and using the stairs more, parking farther from rather than closer to your destination, gardening, or golfing without a cart. For others, a more structured programme might be preferred, such as at a worksite or a health club.

In addition to physical exercise, your body needs more than 40 nutrients and other substances for good health. No one food can give you all the nutrients your body needs, no matter how much you enjoy it or how nutritious the food is. By eating a wide variety of foods each day, you will keep your meals exciting and you will achieve the balance of nutrients that best **ensures** good health.

Adapted from Encyclopedia of Foods: A Guide to Healthy Nutrition – Part One – 2002

A/ Comprehension

(08 pts)

- Say whether the following statements are true or false.
 - Obesity can be responsible for many diseases. **T**
 - A healthy diet is enough to keep a healthy weight. **F**
 - Only intense physical activity is good for health. **F**
 - Some types of food contain all the nutrients your body needs. **F**
- Identify the paragraphs in which the following ideas are mentioned:
 - Daily physical activity keeps people in good health. **2**
 - No particular food can provide the body with all it needs. **3**

دروسكم

منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



2. Identify the paragraphs in which the following ideas are mentioned:

- a) Daily physical activity keeps people in good health. ع
b) No particular food can provide the body with all it needs. 3

3. Answer the following questions according to the text.

- a) What two measures should obese people take to reduce their weight?
b) Which activities of daily living can help people improve their health?
c) Why is it necessary for people to eat different types of food?

4. Find what or who the underlined words in the text refer to.

- a) that weight (§1) b) their (§2)

B/ Text Exploration

(07 pts)

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

- a) obese (§1) = b) advantages (§2) = c) guarantees (§3) =

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

regular - active - healthy

3. Put the verbs in brackets in the right form.

Weight control is the process of losing or avoiding excess body fat. It (to depend) on the relationship between the amount of food you eat and the energy your body (to use) to maintain itself or to exercise. This relationship (to govern) partly by heredity and other factors that people cannot control. But in general, the less you eat and the more you exercise, the less fat you (to have).

is governed

uses- have.

depends



ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



4. Reorder the following sentences to get a coherent passage.

- a) But they are so inactive that, even with a moderate appetite, 3
b) Physical inactivity is a leading cause of obesity among the young. ٨
c) they eat more than they need and accumulate excess fat. ٤
d) Most of these obese young people do not eat more than young people of average weight. ٤

Part two: Written expression

Choose only ONE topic

Topic 1:

Statistics released by the Department of Health show that many young people suffer from different health problems because they are physically inactive.

Write an article of about 80 to 120 words for your school magazine to sensitize your schoolmates about the benefits of physical exercise for health.

Make the best use of the following notes:

- lose weight / prevent against obesity
- strengthen the immune system
- reduce stress and anxiety

(05 pts)

دروسكم
منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك



1 حصص مباشرة

1

2 حصص مسجلة

2

3 دورات مكثفة

3

أحصل على بطاقة الإشتراك



دروسكم
منصة التعليم الإلكتروني

1 حصص مباشرة

1

2 حصص مسجلة

2

3 دورات مكثفة

3

أحصل على بطاقة الإشتراك



دروسكم
منصة التعليم الإلكتروني

1 حصص مباشرة

1

2 حصص مسجلة

2

3 دورات مكثفة

3

أحصل على بطاقة الإشتراك



دروسكم
منصة التعليم الإلكتروني