

Read the text carefully, and then do the activities below:

Are supermarkets designed to persuade us to buy more? When you enter a supermarket, the manager knows better than you do how you will behave which way you will walk, where you will look, what will make one want to buy a particular product rather than another. (When customers go into a shop, **they** naturally look to their left but move clockwise, towards the right). So supermarket entrances are usually on the left of the building, and the layout is designed to take shoppers around the store, aisle after aisle, from left to right. Then shoppers will pay attention to all products.

Fresh fruit and vegetables are displayed near supermarket entrances. This gives the impression that only healthy food is sold in the shop). Basic foods that everyone buys, like sugar and tea, are not put near each other. (**They** are kept in different aisles so customers are taken past other attractive foods before they find what they want). In this way, shoppers are encouraged to buy products that they not really need.

People walk quickly through narrow aisle, but they move slowly in wide aisle and give more attention to the products. One best-selling position for products is at the end of the aisle, because shoppers slow down to turn into the next aisle. Another is on the shelves at eye level. Supermarkets are paid by food manufactures to put **their** products in each of these high-selling places).

Sweets are often placed at children's eye level at the checkout. While parents are waiting to pay, children reach for the sweets and put **them** in the trolley.

A. COMPREHENSION (8pts)

1) Circle the letter that corresponds to the right answer :

- a. The text is : a) descriptive b) narrative c) expository

2) Circle the letter that corresponds to the right answer :

A) The author says that :

- a. Shoppers aren't sensitive to the way the products are placed on shelves.
b. Supermarkets are more and more attractive.
c. Supermarkets do not sell vegetables and fresh fruit.

B) The writer implies that :

- a. Shoppers buy everything.
b. Good supermarkets are designed by clever architects.
c. Supermarket managers want their premises to be designed so as to make their customers buy more.

3) In which paragraph is it mentioned that customers are obliged to buy unimportant foods ?

4) Answer the following questions according to the text :

- a. Why are supermarket entrances usually on the left of the building?
b. How are basic foods kept in aisle?

c. Why do food manufacturers pay supermarkets?

5) Who or what do the underlined words in the text refer to ?

- a. They (§1) b. They (§2) c. their (§3) d. them (§4)

1) **TEXT EXPLORATION**

2) Find in the text words that are opposite in meaning to:

alike (§2) ≠ narrow (§3) ≠ take (§3) ≠

3) Complete the following table :

Noun	Adjective	Adverb
Consume
.....	Increasing
.....	Advertisement

4) Re-write the second sentence so that it mean the same as the first one :

1. a. Sugar and tea are basic foods but they are not put on the same shelves.
→ Although
2. a. Many products are of such high prices that many poor people can't buy them.
→ Because of
3. a. Unless we act now, half of the children will be obese.
→ If we
4. b. Lots of big companies are making great profits.
→ Great profits.....

5) Ask questions on the underlined words :

- a. People walk quickly through narrow aisle.
- b. Most people go to supermarkets to buy products.

6) Reorder the following sentences to make a coherent paragraph :

- a. is defined as the ability to
- b. Therefore, in a way, good persuaders have mastered the power of argument.
- c. Convince others of your own opinion.
- d. Persuasion, which is the objective of advertising,

7) Classify these words according to the pronunciation of their final "s" :

Houses - sorts - shoppers - makes

/s/	/z/	/iz/

PART TWO : WRITTEN EXPRESSION

Choose **ONE** topic only:

Topic 1: Some people like eating in fast food restaurants while others refuse this idea. Write about the arguments of each group? What about you?

Using the notes below to write your paragraph : No effort – food ready – time saving – sit and eat – pleasure to be served – unhealthy – restaurants dirty – food not delicious.

Topic 2: Write an opinion article about the following topic :

Do you agree with advertisements that appear on TV between shows or films and also interrupt the programme at intervals? Do you believe in what they say?

Part One :

A/Comprehension

1/a → c

2/A → b B → c

3/ in §2

4/ a- because shoppers naturally look to their left...so, they'll pay more attention to all products.

b- Basic foods aren't kept near each other. They are kept in different aisles to take customers past other attractive... (want).

c- Food manufacturers pay supermarkets to put their products in each of the high-selling places.

5/ a-they → customers

b- They → Basic foods

c- their → food manufacturers

d- them → sweets

B/ Text Exploration :

1/ alike ≠ different

narrow ≠ wide

take ≠ give

2/

Verb	Noun	Adjective
To consumer	consumer/ism consumption	Consuming
To increase	increase	Increasing
To advertise	advertisement	Advertised

3/ 1b- Although sugar and tea are basic foods, they are not put on the same shelves.

2b- Because of their high prices, many people can't buy many products.

3b- If we don't act now, half of the children will be obese.

4b- Great profits are being made by lots of big companies.

4/ a- How do people walk through narrow streets ?

b- Why do most people go to super markets ?

5/ d-a-c-b

6/

/s/	/z/	/iz/
makes , sorts	shoppers	Houses

Part Two : (5pts)