

A) COMPREHENSION (07pts)

Read the text carefully and the activities below

Advertisers use specific methods to target teen consumers, but these methods are not always successful or ethical. Advertising is giving the general public information about new goods and trying to increase sales by attracting consumers, something that is efficient for the nation's economy. However, advertising alone doesn't get consumers if persuasion, which is **its** main objective, is missing. Unless you make research about the consumer's behaviour, likes and dislikes, you won't be able to convince them to purchase a product.

Therefore, the most popular method is tests and surveys, both before and after a product is introduced. Telephone surveys, written questionnaires and samples, either handed out in stores or sent by mail, are effective tests to see if consumers like a product or not. All of this data collected has other purposes, such as information on warranties and which groups to target for certain products. In this way, companies learn what consumers want before wasting money.

As teens are able to spend their money more freely, because they do not have responsibilities of adults, they are becoming big targets for advertisers; this is due to the fact that parents give **them** a complete control of brand choice.

As a consequence, advertisers are focusing on teenagers because of **their** going consumerism.

Teens want to show their individuality by their clothes and possessions, they like to feel good about themselves, as a result, they buy new materials to produce that feeling. To keep up with changing trends, teens are continuously purchasing new items which advertisers devise specific ads to appeal to these teenagers.

1) Identify the type of discourse

- A) Narrative B) Expository C) Descriptive

2) Choose the best answer: is the text above

- A) A report B) A survey

3) Say whether the following statements are true, false or not mentioned.

- a) Advertising is a way to inform the buying public about new launched products.
b) Advertisers use tests, Surveys, techniques and methods for a successful business.

c) Teens are not as numerous consumers as adults.

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

- A) Its B) Then c) Their

5) Answer the questions according to the text

- a) What is the role of advertising.
 b) How can advertising know about consumers' tastes and preferences?
 c) Why are teens the most aimed at by companies?.

B) Text exploration (08 pts)

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

- a) Purpose §1 = b) bus §1 = c) Attract §4 =

2) Complete the following table.

Verb	Noun	Adjective	Adverb
			Persuasively
		Continuous	

3) Rewrite the second sentence keeping the same the same meaning as the first on given.

- a) Persuasive strategies are used by advertisers to consumers to by.
 b) Advertisers.....
 c) Although many people think that advertising is manipulative, there is not true of proving it has bad effect.
 d) Despite
 e) There are too many adverts on TV, as a result, people buy products they do not need.
 f) If there

4) Join the following sentences using the appropriate connector(so as to, because, so + adj...that) .

- a) Consumers avoid buying certain products. They have no confidence in their availability.
- b) Television commercials include music and image. That is what attracts the attention of teens
- c) Advertisers are really tactful they attract a lot of consumers.

5) Classify the following words according to the number of their syllables.

- a) Manipulative b) Successful c) Responsibilities d) Consumerism.

6) Fill in the text gaps so as the text makes sense(teens – in – advertisers –of – increase – on).

Why are teenagers being targeted? Because they are keen.....being fashionable and their number is expected to in the next decades. Advertisers are accused Influencing teens to buy things they do not need. It's up to to make wise choices and develop shopping skills that are intelligent.

c) Written expression : (05pts)

choose one of following topics :

Topic one: Most consumers spend too much money on buying products they do not need are you for or against?

- 1) Mass media allow the spread of adverts.
- 2) Constant adverts.
- 3) Part of people's daily life.
- 4) Big impact.
- 5) Great persuasion.
- 6) Consequences(consumers buy unnecessary products/they always feel unsatisfied

Topic two:

Write a letter of complaint to a manufacturer about a product you have bought

1) Identify the type of discourse

B) Expository

2) Choos the best answer: is the text above

A) A report

3) Say whether the following statements are true, faise or not mentioned.

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- b) Advertisers use tests, Surveys, techniques and methods for a successful business.
- c) Teens are not as numerous consumers as adults.

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

A) Its = Adverttising B) Them = Teens c) Their = Teeragers

5) Answer the questions according to the text

- a) It gaives the publicinformation about the launchedproducts.
- b) By telephones surveys.
- c) Wrritter questionnair.

B) Text exploration (08 pts)

1) Find in the text words that are closest in meaning to the folloing.

a) Purpose §1 = b) buy §1 = c) Attract §4 =

2) Complete the folloing table.

Verb	Noun	Adjective	Adverb
To persuad	Persuasion	Persuasive	Persuasively
To continue	Continuilly	Continuous	Continiously

3) Rewrite the second sentence keeping the same meaning as the first on given.

- a) Persuasive strategies are used by advertisers to consumers to buy.
- b) Advertisers use persuasive to get consumers to buy
- c) Although many people think that advertising is manipulative, there is not true way of proving it has bad effect.
- d) Despite That advertising is manipulative there is no true way of proving .
There are too many adverts on TV, as a result, people buy products they do not need.
If there are many adverts on TV, people will buy products they do not need

4) Join the following sentences using the appropriate connector(so as to, because, so + conjunctive) .

- a) Consumers avoid buying certain products. because have no confidence in their availability.
- b) Television commercials include music and images. That so as to what attract the attention of teens
- c) Advertisers are really so tactful. That attract lot consumers.

5) Classify the following words according to the number of their syllables.

- a) Ma/ni/pu/la/tive b) Suc/cessu/ful c) Res/pon/si/bi/li/ties d) Con/su/me/rism.

6) Fill in the text gaps so as the text makes sense(teens – in – advertisers – of – increase – on).

Why are teenagers being targeted? Because they are keen on being fashionable and their number is expected to increase in the next decades. Advertisers are accused of influencing teens

to buy things they do not need. It's up to teens to make wise choices and develop shopping skills that are intelligent.

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