

**1** - As advertising has become prevalent in modern society, it is increasingly being criticized. Advertising occupies public space, and more and more invades the private sphere of people. According to Georg Franck, "It is becoming harder to escape from advertising and the media. Public space is increasingly turning into a gigantic billboard for products of all kind. The aesthetical and political consequences cannot yet be foreseen." Hanno Rauterberg in the German newspaper Die Zeit calls advertising a new kind of dictatorship that cannot be escaped.

**2** - There are ads in schools, airport lounges, doctors' offices, movie theaters, hospitals, gas stations, elevators, convenience stores, on the Internet, on fruit, on ATMs, on garbage cans and countless other places. There are ads on beach sand and restroom walls. One of the ironies of advertising in our times is that as commercialism increases, it makes it that much more difficult for any particular advertiser to succeed, hence pushing the advertiser to even greater efforts." Within a decade advertising in radios climbed to nearly 18 or 19 minutes per hour, on prime-time television the standard until 1982 was no more than 9.5 minutes of advertising per hour, today **it** is between 14 and 17 minutes. With the introduction of the shorter 15-second-spot the total amount of ads increased even more. Ads are not only placed in breaks but also into sports telecasts during the game itself. They flood the Internet, a growing market.

**3** - Advertising has developed into multi billion-dollar business. In 2014, 537 billion US dollars were spent worldwide for advertising. In 2013, TV accounted for 40.1% of ad spend, compared to a combined 18.1% for internet, 16.9% for newspapers, 7.9% for magazines, 7% for outdoor, 6.9% for radio, 2.7% for mobile and 0.5% for cinema as a share of ad spend by medium . Advertising is considered to raise consumption. In Germany, the advertising industry contributes 1.5% of the gross national income. The German Advertising Association stated that in 2007, 30.78 billion Euros were spent on advertising in Germany. 26% in newspapers, 21% on television, 15% by mail and 15% in magazines. In 2002 there were 360,000 people employed in the advertising business. The Internet revenues for advertising doubled to almost 1 billion Euros from 2006 to 2007, giving **it** the highest growth rates in Germany.

**4** - Commercialism is interested in children and adolescents because of their buying power and because of their influence on the shopping habits of their parents. As they are easier to influence **they** are especially targeted by the advertising business.

Children "represent three distinct markets:

- .Primary Purchasers (\$2.9 billion annually)
- .Future Consumers (Brand-loyal adults)
- .Purchase Influencers (\$20 billion annually)

Kids will carry forward brand expectations, whether positive, negative, or indifferent. Kids are already accustomed to being catered to as consumers. The long-term prize: Loyalty of the kid translates into a brand loyal adult customer"

**Comprehension: (15points)**

**A. ARE THESE STATEMENTS TRUE OR FALSE ? JUSTIFY (3POINTS)**

1. Advertising occupies just public spaces

.....  
.....

2. Ads revenues has increased recently

.....  
.....

3. Commercialism focuses more on adults

.....  
.....

**B. ANSWER THESE QUESTIONS. (3POINTS)**

1. Where can we find Ads? Give just three examples

.....  
.....

2. How many employees were in the Advertising business in 2003?

.....  
.....

3. What do kids represent to commercialism?

.....  
.....

**C. COMPLETE THE FOLLOWING SENTENCES (2 points)**

1. Hanno Rauterberg compared advertising to .....

2. The advertiser is pushed to greater efforts because.....

**D .WHAT DO THE UNDERLINED WORDS REFER TO (3 POINTS)**

1. It (paragraph2): .....

2. It (paragraph3): .....

3. They (paragraph4):.....

**E. FIND IN THE TEXT WORDS OR EXPRESSIONS WHICH MEAN THE SAME AS (3POINTS)**

1. Predicted (paragraph1):.....

2. To increase (paragraph3):.....

3. Anticipation(paragraph4):.....

**F. WHAT IS THE WRITER'S ATTITUDE? The writer (1 point)**

1. Is for commercialism.    2. Shows no opinion.    3. Is against commercialism.

**A-Use the words in capitals to make words which fit in the spaces :** 2pts

- An oil spill usually leads to an ..... disaster . ECOLOGY
- People must be ..... with the rubbish and stop dropping it in the street. CARE
- The entire organization is founded by ..... donations . CHARITY
- I am interested in joining the international ..... organization. ENVIRONMENT

**B-Complete the words .** 1pt

- Our house was struck by Li \_ \_ \_ \_ , there is going to be a thunderstorm .
- Have you ever seen a vo \_ \_ \_ \_ eruption .

**C- Complete the sentences with the right phrasal verbs :** 3pts

bring about      cut off      put through      put up with

- Good morning. Please could you ..... me ..... the manager ?
- Connecting schools with the internet will certainly ..... important changes in education
- My village gets ..... whenever it snows .

**D-Rewrite the sentences beginning with the given words .** 3pts

- They will build a big theatre in Rabat.  
A big theatre .....
- Lots of celebrities watched the speed skating championships.  
The speed skating championships .....
- People are designing faster bikes all the time.  
Faster bikes .....

**E- Rewrite each of the sentences in reported speech .** 3pts

- "I will give Natalie a guide tour," said Anna .  
Anna said that .....
- "The government opened the new post office yesterday,"said Jane.  
Jane said that .....
- "It must have been a miracle ," everybody said .  
Everybody said it .....

**F- Join the following sentences using the relative pronoun or adverb given .** 3pts

- A snowstorm blocked the roads out of town. It was quite unexpected . WHICH  
.....
- John has invited us to go on holiday with him .His uncle owns a small hotel in Cornwel. WHOSE  
.....
- It is better not to go to Cambodia in July . It rains a lot then . WHEN  
.....

