

الإجابة النموذجية و سلم التقطيع مادة : اللغة الأجنبية الثانية الشعبة : ع ت + رياضات رياة ات جوان 2008 'Consumerism'  
الموضوع الأول

| العلامة          |                 | عناصر الإجابة                                                                                                                                                                                                                           | محاور الموضوع |       |            |         |  |      |  |         |              |         |  |              |  |
|------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------|------------|---------|--|------|--|---------|--------------|---------|--|--------------|--|
| المجموع          | مجزأة           |                                                                                                                                                                                                                                         |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 15pts<br>(09pts) |                 | Part 1 Reading<br>A. Comprehension                                                                                                                                                                                                      | Part 1<br>A   |       |            |         |  |      |  |         |              |         |  |              |  |
| 1<br>3 pts       | 1pt<br>0.5 each | 1. b<br>2. a) T b) T c) F d) F                                                                                                                                                                                                          |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1pt              | 0.5 each        | 3. a) §1 b) §2                                                                                                                                                                                                                          |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1pt              | 0.5 each        | 4. a) consumerism / movement<br>b) consumers                                                                                                                                                                                            |               |       |            |         |  |      |  |         |              |         |  |              |  |
|                  | 1 pt            | 5.<br>a) from unsafe products, fraudulent advertising, labelling or packaging and business practices that limit competition.                                                                                                            |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 3                | 1 pt            | b) adequate information about products so as to make the right decisions to buy goods or services.                                                                                                                                      |               |       |            |         |  |      |  |         |              |         |  |              |  |
|                  | 1 pt            | c) many companies have become more responsive to the needs, wants and safety of consumers.                                                                                                                                              |               |       |            |         |  |      |  |         |              |         |  |              |  |
| (6 pts)          |                 | B Text Exploration                                                                                                                                                                                                                      | Part<br>B     |       |            |         |  |      |  |         |              |         |  |              |  |
| 0,5 pts          | 0.5 each        | 1. a) goods b) defective                                                                                                                                                                                                                |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1.5 pt           | 0.25 each       | 2. <table><tr><th>Verbs</th><th>Nouns</th><th>Adjectives</th></tr><tr><td>to lose</td><td></td><td>lost</td></tr><tr><td></td><td>economy</td><td>economic /al</td></tr><tr><td>to save</td><td></td><td>safe / saved</td></tr></table> | Verbs         | Nouns | Adjectives | to lose |  | lost |  | economy | economic /al | to save |  | safe / saved |  |
| Verbs            | Nouns           | Adjectives                                                                                                                                                                                                                              |               |       |            |         |  |      |  |         |              |         |  |              |  |
| to lose          |                 | lost                                                                                                                                                                                                                                    |               |       |            |         |  |      |  |         |              |         |  |              |  |
|                  | economy         | economic /al                                                                                                                                                                                                                            |               |       |            |         |  |      |  |         |              |         |  |              |  |
| to save          |                 | safe / saved                                                                                                                                                                                                                            |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1pt              | 0.5 each        | 3. a) What does consumerism promote?<br>b) Where is the movement active?                                                                                                                                                                |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1 pt             | 0.5 each        | 4.<br>1. should take<br>2. had bought                                                                                                                                                                                                   |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1 pt             | 0.25 each       | 5. a = 3 b = 4 c = 1 d = 2                                                                                                                                                                                                              |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 1                | 1 pt            | 6. b a d c                                                                                                                                                                                                                              |               |       |            |         |  |      |  |         |              |         |  |              |  |
|                  |                 | WRITTEN EXPRESSION                                                                                                                                                                                                                      |               |       |            |         |  |      |  |         |              |         |  |              |  |
| 5                |                 | Topic 1 : Form 2.5 content 2.5<br>Topic 2 : Form 3 content 2                                                                                                                                                                            | PART 2        |       |            |         |  |      |  |         |              |         |  |              |  |

39

الإجابة النموذجية و سلم التقييم مادة : ل أ ج 2 النسخة : ع ت أرياءات ريايات ائت بكالوريا جوان 2008 Advertising is a

| العلامة              |                                      | محاو<br>الموضوع                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
|----------------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------|--------------------|--------------------------|------------|------------|----------|------------------------|---------------|--------|----------|------------|
| المجموع              | مجزأة                                | عناصر الإجابة                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| 15 pts<br>09 pts     | 3 pts<br>2pts                        | <p><b>Part 1 Reading</b><br/> <b>A. Comprehension</b><br/>           1. a) T b) T c) F d) F (0,75 x 4)<br/>           2.</p> <table border="1"> <tr> <th>Kinds of advertising</th> <th>Where advertised</th> </tr> <tr> <td>Example a) printed</td> <td>newspapers and magazines</td> </tr> <tr> <td>b) posters</td> <td>.....</td> </tr> <tr> <td>c) .....</td> <td>along downtown streets</td> </tr> <tr> <td>d) billboards</td> <td>.....</td> </tr> <tr> <td>e) .....</td> <td>TV , radio</td> </tr> </table>                                                                                                                                                 | Kinds of advertising | Where advertised | Example a) printed | newspapers and magazines | b) posters | .....      | c) ..... | along downtown streets | d) billboards | .....  | e) ..... | TV , radio |
| Kinds of advertising | Where advertised                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| Example a) printed   | newspapers and magazines             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| b) posters           | .....                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| c) .....             | along downtown streets               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| d) billboards        | .....                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| e) .....             | TV , radio                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| 6 pts ;              | 2pts<br>1pt<br>1pt<br>0,5 pt<br>1 pt | <p>3. a) manufacturers, business firms, local businesses, political candidates, social organizations ...<br/>           b) to promote a cause or to influence the way people think or act.<br/>           4. a) in §1 b) in §3<br/>           5. (a)</p> <p><b>B Text Exploration</b><br/>           1. a) persuade b) key (0,25 x 2)<br/>           2. → Full mark for 4 correct AA.</p> <table border="1"> <tr> <th>Verbs</th> <th>Nouns</th> <th>Adjectives</th> </tr> <tr> <td>to produce</td> <td>.....</td> <td>productive</td> </tr> <tr> <td>.....</td> <td>sale</td> <td>sold</td> </tr> <tr> <td>to use</td> <td>use</td> <td>.....</td> </tr> </table> | Verbs                | Nouns            | Adjectives         | to produce               | .....      | productive | .....    | sale                   | sold          | to use | use      | .....      |
| Verbs                | Nouns                                | Adjectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| to produce           | .....                                | productive                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| .....                | sale                                 | sold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| to use               | use                                  | .....                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| 05 pts               | 1.5 pt<br>1 pt<br>2 pts              | <p>3.</p> <table border="1"> <tr> <th>/s/</th> <th>/z/</th> <th>/vz/</th> </tr> <tr> <td>sites</td> <td>roadsides</td> <td>buses</td> </tr> <tr> <td>groups</td> <td>sales</td> <td>services</td> </tr> </table> <p>4. a) When (how often) do people come into contact with many kinds of advertising?<br/>           b) What do many people advertise in newspapers for? / Why do many people advertise in newspapers?<br/>           5. Accept any appropriate completion.</p> <p><b>PART 2 WRITTEN EXPRESSION</b><br/> <b>Topic 1 : Form 3 content 2</b><br/> <b>Topic 2 : Form 2.5 content 2.5</b></p>                                                        | /s/                  | /z/              | /vz/               | sites                    | roadsides  | buses      | groups   | sales                  | services      |        |          |            |
| /s/                  | /z/                                  | /vz/                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| sites                | roadsides                            | buses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |
| groups               | sales                                | services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                      |                  |                    |                          |            |            |          |                        |               |        |          |            |

**40**

40