

English Formative Test - 11th Form - Block 1 2014/2015

The final task you are expected to complete is to write an opinion text.
 Activities A and B will provide you with input for Activity C.

ACTIVITY A

1. Link the words in **COLUMN A** with their corresponding definitions in **COLUMN B**. Three of the definitions do not apply. Write only the numbers.

A

a- downshifting _____

b- ripple effect _____

c- promotion _____

d- surplus _____

e- luxury _____

B

1- A state of great comfort or elegance, especially when involving great expense.

2- A notice or announcement in a public medium promoting a product or service.

3- The continuing and spreading results of an event or action.

4- A sum to be deducted from gross income in the calculation of taxable income.

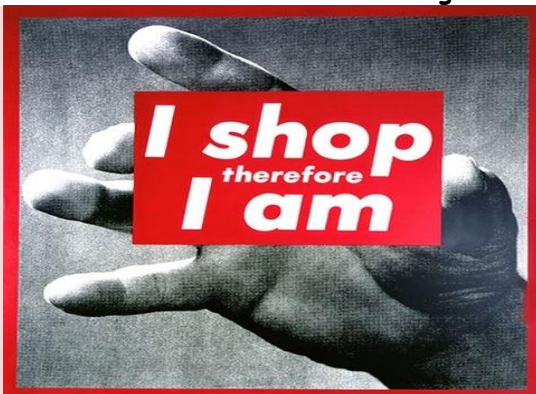
5- An instance of changing to a less pressured but more fulfilling lifestyle

6- An article or substance that is manufactured or refined for sale.

7- An amount of something left over when requirements have been met; an excess of production or supply.

8- The publicizing of a product, organization, or venture so as to increase sales or public awareness.

2. List 3 of the most obvious advertising techniques used in these ads.



1. _____
2. _____
3. _____

3. Complete the following text with ten words/expressions from the box. Use each word/expression only once. Two words/expressions do not apply.

the erosion	on	about	are produced	marketers	who
addressing	instead	influx	marketing	rather than	materialistic tide

Psychology's role

Many teens are feeling the pressure. Some who have trouble distinguishing between what they truly like and what 1. _____ have told them to like. And many teens believe that they are impervious to 2. _____, a topic that is very difficult to address in the therapy room. 3. _____, suggests child psychologist Allen Kanner, "the bulk of psychologist effort needs to be focused 4. _____ the source of the problem 5. _____ going along with the industry's cynical attempts to shift the responsibility primarily onto teens and their parents."

So, parents and others who care 6. _____ children need to take baby steps in several arenas to turn the 7. _____. At home, find ways for children to spend time away from advertising and talk to them about why and how ads 8. _____. In communities, share concerns with parents and community leaders 9. _____ can work together to change teen views of marketing. In schools, work to stop the 10. _____ of advertising messages in school buildings. In the marketplace, join advocacy groups that lobby politicians and companies to be responsible marketers.

Read the following text.

Remember when you saw "The Truman Show," and you thought how much better it would have been if you were as surprised as Truman to discover that his entire life was a fake? But you didn't, because it's awfully difficult to remain ignorant of a movie's premise when buffeted by the waves of news coverage, trailers and advertising that every movie bleeds in the weeks before its release. §1

As it happens, the steady intrusion of advertising, advertorial and advertainment into our everyday lives, is one of the themes that propels "The Joneses" a well-conceived if imperfect high-concept drama written and directed by Derrick Borte. As the movie begins, one of the first things we hear is a voice praising the smooth ride of a snappy new car, and one of the first things we see is a hand brushing clean the prominently displayed logo of that car's maker. The voice and the hand belong to David Duchovny, who plays Steve Jones, the patriarch of an attractive family moving into a gated community -- the kind of exurban Shangri-La where even the non-infirm travel around in golf carts. §2

At first you may think that you're watching a movie that has sold its soul entirely to product placement. As the family -- in addition to Steve, there's lovely mom Kate (Demi Moore) and two kids in

high school (Amber Heard and Ben Hollingsworth) -- moves into its impeccably staged McMansion, you may wonder if the movie is yet another lamentation on suburban spiritual emptiness. As they meet their desperate-to-seem-desperately-happy neighbours (Gary Cole and Glenn Headley), you'll guess it's an exposé on the corrosive effects of wealth on the soul. And as things get weirder and weirder between family members, you may become nervous that you're watching a drama about parents and children on the edge. §3

"The Joneses" is all those things, to its credit and its detriment, and as its gimmick dawns on you about 20 minutes in, you'll find its



various pieces fall into place with a satisfying click. For a while, it's a smart, nervy satire that makes good use of its actors. Duchovny's easy charm and uneasy mien have rarely been put to better use than as Steve, who makes friends effortlessly but is having trouble keeping a secret from the world. And the brittle, driven Kate, the real engine behind the family's social success, is the best role that Moore has had in years; like Moore herself, Kate is a product as much as she is a person, but there's real warmth underneath the logo. As the kids, Heard and Hollingsworth, two handsome specimens, make for a great running gag on Hollywood's inability to cast anyone under the age of 24 as a high-schooler. §4

Unfortunately, the movie's second half drags, never again achieving the first half's level of narrative dexterity. By the end, "The Joneses" feels a little too satisfied with its own admittedly clever conceit and for the broad leeway it allows itself in the creative bandying of logos and slogans. Which cell phone is best for hysterically calling your married lover? Which riding mower looks nicest at the bottom of a pool? Thanks to the movie's extensive -- and, for story purposes, crucial -- product placement, you'll know. "The Joneses" not only gets to have its cake and eat it, too, it also gets to hold the Betty Crocker box up to the camera and tell you why it tastes so good. §5

1. Give a suitable title to the text and justify your choice. (Write about 30 words)

2. Are the following statements TRUE or FALSE? Account for your choice by quoting from the text. 21

- 2.1. This movie is also about the fact that publicity steadily invades our private lives. _____

- 2.2. There's no use of advertising techniques in the first scenes of the movie. _____

- 2.3. The Joneses are going to live in a residential community with strictly-controlled entrances for pedestrians. _____

3. Complete the following sentences according to the text. Use your own words as far as possible. 20

- 3.2. The weirder things get between the family members, _____

- 3.3. After watching the first twenty minutes of the movie, _____

4. Reread paragraph 4 (FOUR) and find appropriate words/phrases to fill in this table. 10

	Given word/expression	Synonym	Antonym
1.	bearing (n)		
2.	effortlessly		
3.	frail		
4.	competence		
5.	to recruit		

5. Say what the following words refer to. 04

- 5.1. "its" §3 _____
- 5.2. "that" §4 _____

6. Rewrite the following sentences in such a way that they mean the same as the sentences given. Use the structure indicated by the word/words in *italic* or by the way the new sentence starts. 25

- 6.1. Outdoor advertising is a very popular form of advertising. It makes use of several tools and techniques to attract the customers outdoors. (*relative clause*)

- 6.2. First James found a very well known advertisement. Then he carefully created a marvellous adbuster.
After _____
- 6.3. The radio has lost its charm owing to the new age media. However the radio still remains the choice of small-scale advertisers. (*despite*)

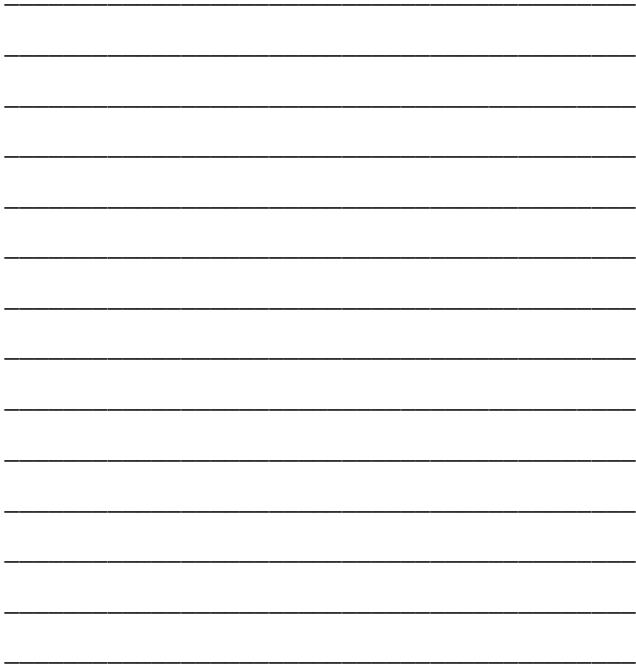
- 6.4. Despite his lack of experience, I think he is the best man for the advertising job. (*although*)

- 6.5. Family mealtimes are decreasing. This promotes the rise in anti-social behaviour. (*relative clause*)

ACTIVITY C

1. In note form, list up five possible ways of teens being affected by marketing. 15

- 1- _____
- 2- _____
- 3- _____
- 4- _____
- 5- _____

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.