



المستوي: السنة الثالثة ثانوي	الشعبة : علوم تجريبية/ رياضيات / تسيير و اقتصاد .
امتحان الفصل الثاني في مادة : اللغة الإنجليزية	الساعة : 02 سا

Part ONE: Reading

(15 pts)

A) Comprehension:

Read the text carefully then do the activities.

Deceptive or false advertising is the marketing of information or visual content about a product that is misleading and unrealistic. Businesses use deceptive advertising to promote goods under claims that are not accurate to the product's actual appearance or function. It can lead consumers to purchase products that are actually counterfeit, defective, or even dangerous.

Electronic cigarettes, for example, are being marketed as a safe alternative to cigarettes despite containing higher nicotine levels. Volkswagen also falsely promoted "clean diesel" vehicles while cheating on emissions tests. Deceptive advertising is present in many industries, so consumers should be cautious of claims that seem too good to be true.

Recognizing false advertising and avoiding bad products can be aided by several indicators. If the price seems too good to be true for the type of product, it may signify deceptive marketing. Furthermore, if photos and descriptions do not match up with the product you've received, it is likely deceptively marketed. Additionally, fake online reviews of deceptively marketed products are overwhelmingly positive but do not provide realistic context. Moreover, lack of response from the business to inquiries or questions about their product, they are likely hiding something.

Finally, if you've been hurt by misleading advertising or bad products, it's important to get legal help. Lawyers can help you understand what to do and support you in dealing with the problem.

Adapted from TorHoerman Law's website:

<https://www.torhoermanlaw.com/false-or-misleading-marketing/>

1. Say whether the following statements are true or false.

- False advertising deceives the consumers.
- Electronic cigarettes are safe.
- False advertising is found in many countries.
- Consumers may be helped by lawyers to deal with deceptive advertising.

2. Answer the following questions according to the text.

- What do businesses use deceptive advertising for?
- Are Electronic cigarettes advertised as unhealthy? Explain.
- If you happen to be a victim of misleading advertisement, what will you do?

3. Who or what do the underlined words refer to in the text?

- It (§1).
- It (§3).
- They (§3).

4. Identify the paragraph in which the following ideas are mentioned.

- Deceptive marketing may use good and cheap price for the product.
- Consumers should be aware about deceptive advertising.

B)Text exploration:

1. Find in the text words, phrases or expressions closest in meaning to the following.

- a. to buy (§1). b. careful (§2). c. false (§3).

2. Find in the text words, phrases or expressions opposites in meaning to the following.

- a. Genuine (§1). b. lower (§2). c. truthful (§2).

3. Divide the following words into roots and affixes.

appearance - misleading - unrealistic - additionally

Prefix	Root	Suffix

4. Join the following sentences, using the appropriate connector: Because / Although / Unless.

- { a- Electronic cigarettes are dangerous.
b- They are advertised as being safe.
- { a- Consumers should be careful about deceptive advertisement.
b- Deceptive advertisement is found everywhere.
- { a- Lawyers may support you.
b- You have been hurt.

5. Fill in the gaps with only four words from the following list:

deal - truth - like - movement - marketing - unfair

Consumerism is a ... (1)... that stands up for people who buy things, making sure they're **safe** and that ads, labels, and packaging tell the ... (2)... . It also fights against ... (3)... business tactics that keep competition from being fair. It's a big ... (4)... in many countries.

6. Classify the following words according to the pronunciation of their final 's'.

contents - goods - claims – consumers – leads - businesses

/s/	/z/	/ɪz/

Part two: Written Expression

(05 pts)

Choose ONE of the topics only.

Topic 1: Influenced by an advertisement promoting the qualities of a product, you took the decision to buy it. At home you realized that the advertisement deceived and misled you. Write a letter of complaint:

- Describe the product.
- Describe the problem.
- What happened to you as a result of the defective product.
- The action you are requesting the company take to resolve the problem.

Topic 2: The factory, you work in, has recently produced a new phone model. Write an advert promoting it. Don't forget to write a **true advertisement**.

Good luck

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