

JUNIOR LYCEUM FINAL EXAMINATION 2000
Educational Assessment Unit – Education Division

Form 5

English Language

Time: 2 hours

Name: _____

Class: _____

- A. Complete the following sentences with an expression formed from the verbs COME, LOOK, THROW, PUT, TAKE, BREAK. Each verb can only be used once. (5 marks)**

Example: The thief broke into the house and stole the family jewels.

1. _____! There's a big hole in the road and you're driving straight towards it.
2. Mother _____ the burnt cake.
3. The concert had to be _____ due to the singer's sudden illness.
4. At the party I _____ Paul, whom I hadn't seen for ages.
5. I think she _____ her mother. They're both very ambitious.

- B. Re-write each sentence so that it has the same meaning as the sentence printed before it. (5 marks)**

Example: Samuel started keeping a diary five years ago.
Samuel has been keeping a diary for five years.

1. He suggested that we should go to the cinema.
He said, "How _____?"
2. "Don't touch the plate! It's hot," the waiter told the client.
The waiter warned _____.
3. People gave a lot of money for the Earthquake Disaster Fund.
A great _____.
4. I advise you to go to the doctor as soon as possible.
If I _____.
5. Please don't repeat everything I say.
Would you mind _____?

C. Fill in the spaces with ONE word formed from the word in brackets. The first one has been done for you. (10 marks)

Throughout the ages human beings have always been (0) attracted (attract) by sound. Music is a (1) _____ (universe) medium of (2) _____ (communicate). And rock music has always been a (3) _____ (power) form of political and social (4) _____ (express). It provides an escape from life's problems for musicians and their fans around the world.

Each new generation of teenagers expresses its dissatisfaction with the present, their (5) _____ (certain) about their future and anger at a world dominated by (6) _____ (corrupt). Music which can capture these common (7) _____ (feel) and which demands attention, creates an escape route to an 'alternative' lifestyle for (8) _____ (music) and fans alike. Legends like Jimi Hendrix, Jim Morrison and the Doors, created a new type of music. They lived the rock and roll life that (9) _____ (final) led to their early deaths when they were most (10) _____ (fame).

D. Supply ONE appropriate word in each space. The first one has been done for you. (10 marks)

Toys

Toys have formed (0) part of human culture (1) _____ the earliest times. Every society has provided (2) _____ children with imitations of (3) _____ beings or animals, and dolls are probably the oldest (4) _____ of toy. No dolls have been found in prehistoric graves, (5) _____ this may be because they were made of materials (6) _____ wood or cloth that have perished. Nevertheless, a doll with moveable arms has been (7) _____ in a Babylonian grave, and there were certainly dolls in Egypt (8) _____ six thousand years (9) _____. They were carved (10) _____ of flat pieces of wood, painted in elaborate patterns, and had long hair, made of strings of clay or wooden beads.

E. Comprehension - Read the following passage carefully.

(30 marks)

Advertisers have developed a soft spot for children. Market research shows that kids have considerable power as consumers - and that **their** influence on what their parents buy goes beyond the selection of toys, snacks and cereals to include expensive items like vacations, stereos, computers and cars. Marketeers are coming up with advertisements that try to exploit spending by young people.

A study carried out in 1997 found that children aged 12 and under played a decisive role in the choice of 31% of all holiday destinations, 30% of all car models and 22% of all stereo brands. Last year in the United States - where the typical child is exposed to some 20,000 advertisements a year - kids between the ages of four and twelve spent almost \$25 billion of their own money.

Some argue that exploitation is exactly what advertisers are guilty of when they target children in order to spend their parents' money. Sweden indicated last November that it might push for a ban within the European Union (EU) on television advertising for kids when Sweden takes over the E.U. presidency in January 2001. Sweden bans all TV advertising aimed at children, and Denmark would like to follow suit: two months ago it proposed a similar ban, with effect from 2001. "Children should be given the opportunity to develop into responsible citizens rather than big spenders," the Danish Government said. Even the Vatican two years ago stated that "much advertising directed at children **apparently** tries to exploit their willingness to believe and accept what they are told blindly. Advertisers hope that children will put pressure on their parents to buy products of no real benefit to them."

Advertising agencies and corporations **reject** a complete ban because the possible rewards are just too tempting. Firms recognize that kids are future consumers. Consequently, industries that ordinarily don't produce and sell products to children are developing relationship programmes with them. These relationships take shape in some surprising places. *Sports Illustrated for Kids*, aimed at 8 - to 14-year olds, has advertisements from automakers, computer firms and hotels. Airlines try to attract youngsters with special in-flight publications and frequent flyer clubs.

In Europe the debate about children's advertising has focused primarily on television. The Swedes lost a case last summer in which they tried to stop Swedish firms advertising in children's programmes broadcast from Britain by a Swedish company. "It has not been possible to completely prevent children's advertising on channels transmitting from other countries," admit the Swedes. "However, we continue to try to influence the Europeans on this issue."

Many advertising associations argue that the Swedes' proposed ban would result in less consumer choice and higher prices. It could also threaten children's television since it deprives programmes of a main source of revenue. "No one wants to see kids exploited in

advertises or by adverts. But the Swedes . . . are being extremist.” Advertising Agencies argue that the industry can be trusted to police itself. There is no reason for eliminating children’s advertising.

- 40 Television advertisements aimed at minors are regulated by the E.U. Television Broadcasting Directive of 1989. It states that television adverts should not “directly encourage youngsters to buy a product or service by exploiting their inexperience or blind belief.” While some argue that certain adverts **violate** rules against showing children as the deciding factor of a major purchase, advertisers respond: “Viewers aren’t stupid - they know it’s an advert.
45 We’re trying to entertain them, not manipulate them.”

- Few parents would allow a 10-year-old to dictate a \$30,000 purchase. But they are giving their kids a greater say in major spending. Part of the reason is that working parents have less and less time to spend with their children. And if they can’t spend time, they spend money. Parents try to compensate for lack of quality time with what researchers call “perfect moment
50 time.” If a lot of time is spent ferrying kids to and from school, for example, why not let them help choose the car? “It’s not guilt,” says an expert. “To make the time available with children precious, parents include them in the decision-making process.”

- This trend** is providing advertisers with perfect opportunities, too. The debate is about whether this type of advert exploits both children and parents. “A child who is negotiating
55 with his parents about what car to buy is not pestering just for his own needs, but for the needs of the family. It suggests that kids are part of the family.”

- Some people refuse to accept being “part of the family” as meaning just buying things together. “What children want is more time with their parents, not bigger, better presents. Children are brain-washed to become nice little consumers. But they don’t have the
60 developmental skills to distinguish between good and bad.”

(Adapted from *Time* Magazine August 2, 1999)

Answer the following questions. Use your own words wherever possible.

1. Choose the best title for the passage from the following: **(2 marks)**
- a. Advertising targets children to influence parents’ purchases.
 - b. Children’s spending habits.
 - c. Why advertising should be made illegal.
 - d. Advertisements for holiday destinations, airlines and cars.

2. Put TRUE (T), FALSE (F) or NO INFORMATION GIVEN (NIG).

a. Sweden is on its own in its struggle to ban TV advertising aimed at children. **(1 mark)**

b. Children accompany their parents when the latter go to buy a car. **(1 mark)**

c. There are regulations to control TV advertising directed at children. **(1 mark)**

3. Why are advertisers specifically targeting children? **(2 marks)**

a. _____

b. _____

4. Mention TWO ways in which industries that do not produce or sell products to children develop relationships with them. **(4 marks)**

a. _____

b. _____

5. Mention the THREE negative effects of making children's advertising illegal.

(3 marks)

a. _____

b. _____

c. _____

6. Give a reason why parents about to make a major purchase allow their children to take part in decision-taking. **(2 marks)**

7. Give the meaning of the following as used in the passage: **(3 marks)**

a. apparently (line 18) _____

b. reject (line 21) _____

c. violate (line 43) _____

8. What do the following refer to in the text: (3 marks)

- a. their (line 2) _____
- b. it (line 35) _____
- c. This trend (line 53) _____

9. In a paragraph of about 45 words, summarise the arguments against children's advertising put forward in the passage. (8 marks)

F. Composition - Write a composition of about 350 – 400 words on ONE of the following: (40 marks)

1. Do you think that modern technology (eg: television, computer, internet) has lessened interest in books? Discuss.
2. Two fifth formers are talking about their choice of career. Continue the dialogue.

Alice: *I often wonder what I'll be doing after leaving school.*

Paul: *So do I. Choosing a career can be tough.*

Alice: *That's true . . .*

3. Your relatives living abroad are thinking of settling in the Maltese Islands. They have asked you for information about the local education system for their three children who are aged seventeen, twelve and eight. Write a letter giving them the information they have asked for. Do not forget to include your address. You might wish to consider writing about the following:
- State, Church or Independent Schools
 - Primary, Junior Lyceum, Area Secondary and Post Secondary
 - Subjects offered
 - Facilities in schools (eg. Computers, laboratories, gymnasium etc.)

4.

BOMB SCARE AT APPLE'S DISCO

Several young people were injured on Saturday night . . .

Continue the story that appeared in the newspaper with the above headlines.

5. A study conducted in the Maltese Islands came up with several elements which have led to the pollution of the Maltese environment (see chart below). Write an article for a local newspaper, outlining the factors contributing towards pollution as well as possible remedies. Use the chart below to support your arguments.

