

Commercialism

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 theatres, 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 multibillion-dollar business in the last decades. 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"

I – COMPREHENSION (15 points)

BASE ALL YOUR ANSWERS ON THE TEXT

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

1. Advertising occupies just public spaces
.....
2. Ads revenues has increased recently
.....
3. Commercialism focuses more on adults.
.....

B. ANSWER THESE QUESTIONS. (3 points)

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 (paragraph 2):
2. It (paragraph 3):
3. They (paragraph 4):

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

1. Predicted (paragraph 1):
2. To increase (paragraph 3):
3. Anticipations (paragraph 4):

F. WHAT IS THE WRITER'S ATTITUDE?

The writer

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

II – LANGUAGE (15 POINTS)

A. fill in the blanks with the appropriate words from the lists (3 points)

1. Aperson is the one who has superior mental ability or intelligence.
a) Educated b) gifted c) silly d) adult
2. The prime minister signed a..... together to combat illegal immigration.
a) Partnership b) dropouts c) rate d) forum
3.refers to countries with low standard of living.
a) Sustainable development b) developed world c) developing world d) business world

B. give the correct form of the words between brackets (3 points)

1. You are the most..... (organized) student I have ever met
2. Women's illiteracy and..... (Ignore) go hand in hand.
3. A true citizen is the one who has good (participate) in community.

C. Rewrite the sentences beginning with the words given. (4 points)

1. Perhaps there were more spectators in China than in Seoul.
There may.....
2. Some hooligans were riding all over the place in stolen cars that they later burnt.
After they.....
3. "Is she preparing her TOEFL?" He wondered.
He wondered.....
4. Andrew is producing a drama documentary.
A drama documentary.....

D. Put the verbs between brackets in the correct tense. (3 points)

Fatima used..... (Work) in Agadir. She (Leave) it last year because she had problems with the manager. If she (Anticipate) the situation she (Retire) a few years earlier.

E. Fill in the blanks with the appropriate prepositions. (2 points)

1. Youssef Shahine passed..... when he was 82 years old.
2. Some workers were laidbecause of relocating factories.

III - Writing: (10 points)

Would you choose a friend of another race or culture? Write to the editor of your school magazine and give your opinion about this issue.

KEY ANSWERS

I – COMPREHENSION (15 points)

A. THESE STATEMENTS TRUE OR FALSE? JUSTIFY. (3 points)

1. False. Advertising occupies public space and more and more invades the private sphere of people.
2. True. Advertising has developed into multibillion-dollar business in the last decades.
3. False. Commercialism is interested in children and adolescents.

B. ANSWER THESE QUESTIONS. (3 points)

1. ads in schools, airport lounges, doctors' offices, movie theatres, 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.
2. In 2002 there were 360,000 people employed in the advertising business.
3. Primary Purchasers (\$2.9 billion annually)
Future Consumers (Brand-loyal adults)
Purchase Influencers (\$20 billion annually)

C. COMPLETE THE FOLLOWING SENTENCES (2 points)

1. Hanno Rauterberg compared advertising to new kind of dictatorship that cannot be escaped
2. as commercialism increases, it makes it that much more difficult for any particular advertiser to succeed

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

1. Advertising.
2. The Internet revenues.
3. Children and adolescents.

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

1. foreseen
2. to raise
3. expectations

F. WHAT IS THE WRITER'S ATTITUDE?

The writer

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

II – LANGUAGE (15 POINTS)

A. fill in the blanks with the appropriate words from the lists (3 points)

1. Gifted.
2. Partnership
3. developing world

B. give the correct form of the words between brackets (3 points)

1. disorganized
2. Ignorance
3. participation

C. Rewrite the sentences beginning with the words given. (4 points)

1. There may have been more spectators in China than.
2. After they had been riding in stolen cars, the hooligans burnt them.
3. He wondered whether / if she was preparing her TOEFL.
4. A drama documentary is being produced by Andrew.

D. Put the verbs between brackets in the correct tense. (3 points)

To work - left - had anticipated - would have retired

E. Fill in the blanks with the appropriate prepositions. (2 points)

1. Passed away

2. Laid off

III - Writing: (10 points) this is just a sample writing. Others may fit too.

Dear editor,

Nowadays thanks to Internet people make friends easily and without prejudice. **As far** as I am concerned, I wouldn't choose a friend just according to his/her race or culture, **but**, I would first see him or her as an individual who thinks and bears ideas and traditions that I have to respect. The two elements of race and culture lead me to see the problem from two different points of view. **On the first hand**, refusing a friend of another culture is racism, and I find that sort of reaction strongly repulsive. **On the other hand**, cultural difference is a major issue. **It is true** that differences may be complementary, **however** communication is not easy when people do not share the same culture and this culture is considered as a set of references that allows people to identify. **Furthermore**, we live in a huge universe and I think there is a place for everybody. **Besides**, we have to accept that having a friend from a different culture is positive and enriching. **All in all**, it is challenging to open to other cultures and stop stereotypes as well as prejudice and to look for the riches brought by any new form of culture.