

**DIRECTION REGIONALE DE L'ENSEIGNEMENT TECHNIQUE ET DE LA FORMATION
PROFESSIONNELLE
GAGNOA**

BACCALAUREAT BLANC REGIONAL SESSION 2021

Coefficient : 2

Durée : 3H00

LANGUE VIVANTE 1 - ANGLAIS

SERIE B

Cette épreuve comporte trois (3) pages numérotés 1/3, 2/3, 3/3

PART ONE: READING 40%

Advertisements are so common that there is never a day when we do not meet them. We find them in newspapers, on roadsides and even on buses and trains. We are also bombarded with them on the radio and television. In fact, we have become so accustomed to them that it would be strange to wake up one morning and find that they
5 have disappeared.

Advertising by manufacturers on a large scale occurs in countries where free enterprise leads to competition to advertising. In countries where the state controls production, however, there is no fierce competition since there are very few brand names and practically no choice of articles. In these circumstances most of the brand names are well
10 known. If there is, for example, only one brand of the toothpaste, why advertise it? Competition, indeed, makes manufacturers spend so much money on advertising that they often have to increase the price of the product considerably to recover the advertising cost. However, this raises the selling price of such mass-produced articles by only an insignificant amount.

15 Advertisements, the result of competition do have a useful function of giving information. Of course, people often complain about that, with all their exaggerations, half-truths and distorted facts, advertisements, misinform rather than inform. But do any all of us actually believe all we are told in advertisements? Indeed, we do often derive valuable information from advertisements. All of us at one time or the other have
20 been helped to find a product we were looking for through seeing it advertised. And when we read a whole of advertisement for similar products, we are at least, informed that we have a choice.

People sometimes argue that, by their advertisements, manufacturers make them buy things they do not really want. But how can they force us into doing this? Of course,
25 advertisements may sometimes induce us to buy articles we did not want before we read about them. But we are always at liberty to refuse to buy a particular product. In fact, when advertisements suggest new possibilities for improving our lives, they may actually help to better society as a whole.

A- The words in **column A** are extracted from the text. Read the text carefully and match them with their synonyms in **column B**. There is an intruder in column B.

Example: 1 - e

Column A
1- advertisements (line 1)
2- bombarded (line 3)
3- accustomed to (line 4)
4- fierce (line 8)
5- manufacturers (line 11)
6- to increase (line 12)
7- to recover (line 12)
8- complain (line 16)
9- distorted (line 17)
10- derive (line 19)
11- induce (line 25)

Column B
a- feel unhappy, unsatisfied
b- to augment
c- deformed
d- fired; attacked
e- acts of publicizing articles
f- familiar with
g- persuade; influence
h- aggressive; violent
i- to reimburse
j- obtain; get
k- producers
l- to reduce

B-Read the text again and answer the following questions.

- 1- Where can advertisements be found?
- 2- What happen in countries which control production? Why?
- 3- Which impact does competition have on producers?
- 4- How do manufacturers get back the money invested on advertising?
- 5- Why do people complain about advertisements?
- 6- Do advertisements influence the behavior of people? Justify your answer.
- 7- Are advertisements always useless? Justify your answer.

PART II: WRITING (40 %)

Do **ONLY ONE** of the two tasks.

Task 1 "Advertisements are useful to succeed in any business." Do you agree with this idea? Write your words in twenty-five (25) lines maximum.

Task 2

The sales of Mr Johnson's chocolate company are decreasing. As a skilled advertising manager, write a letter to the manager of this company to explain the measures that they can apply in order to increase the company's sales.

PART III- LANGUAGE IN USE (20%)

A-Choose the correct tense in the brackets. Example: **2- is going**

- 1-The children (has just finished, have just finished, had just finished) their examination.
- 2-My father (went, goes, **is going**) in the park now.
- 3-She (comes, came, is coming) here every month.
- 4-The door bell (is ringing, rings, will ring). Please open the door.
- 5-We (watched, watches, have watched) the programme on the television last night.
- 6-I (slept, was sleeping, have slept) when the doorbell rang.
- 7-The secretary (has typed, had typed, types) the letters before the boss came.
- 8-She (will travel, travelled, has travelled) to England next month.
- 9-The tennis player was happy because she (won, had won, has won) the match.
- 10-They usually (taken, take, takes) their children to the park.
- 11-John (goes, went, will go) to visit his parents yesterday.

B- Choose the best pronoun in the following sentences (relative, reflexive and interrogative pronouns). **Example: 3- which**

- 1- He hurt (itself, himself, herself) in the car race.
- 2- We are preparing (ourselves, themselves, yourselves) for the show.
- 3- This is the dog (who, which, whom) barked all the night.
- 4- The sales girl (who, whose, whom) sold the cosmetics to me is very pretty.
- 5- The book (which, who, whose) you offered me has been stolen.
- 6- Some people always talk about (yourselves, ourselves, themselves).
- 7- Teachers always like boys (who, whose, whom) speak the truth.
- 8- Where is the girl (which, whose, whom) passport was stolen?
- 9- The boy (whose, whom, who) mother died is very intelligent.
- 10-(Which, what, whose) of these dresses is yours?
- 11-(When, what, whose) do you want from me?