

العلامة		عناصر الإجابة الموضوع الأول (Misleading Advertising)												
مجموع	مجزأة													
15pts		Part One: Reading												
08pts		A- Comprehension:												
1	1	1- The text is a web article												
2	0.5x4	2- True or false statements: a. F b. T c. T d. F												
3.5	1	3- Answering questions:												
	1	a. (It did not say) it had sliced its bread much thinner than its competitors.												
	1	b. The celebrity uses the product and may even depend on it for his/hier/their success												
	1.5	c. No, it does not. Justification: Consumers mistakenly think that eating light food means eating healthful food.												
1.5	0.5x3	4-Cohesive markers:												
		a) its (§1) → brand of bread												
		b) them (§2) → advertisers												
		c) which (§3) → labelling food as light												
07pts		B- Text Exploration:												
1.5	0.5x3	1. Definitions: a) slice b) implicit c) believe												
1.5	0.5x3	2. Morphology:												
		<table border="1"> <thead> <tr> <th>Prefix</th> <th>Root</th> <th>Suffix</th> </tr> </thead> <tbody> <tr> <td>mis</td> <td>lead</td> <td>ing</td> </tr> <tr> <td>////////</td> <td>entire</td> <td>ly</td> </tr> <tr> <td>////////</td> <td>differ</td> <td>ent</td> </tr> </tbody> </table>	Prefix	Root	Suffix	mis	lead	ing	////////	entire	ly	////////	differ	ent
Prefix	Root	Suffix												
mis	lead	ing												
////////	entire	ly												
////////	differ	ent												
2	1x2	3. Asking questions:												
		a) What do advertisers use different strategies for? Or Why do advertisers use different strategies?												
		b) What does one marketing strategy involve?												
2	0.5x4	4. Re-ordering Sentences: 1. c - 2. a - 3. d - 4. b (0.5 for opening sentence and 0,5 for each correct link)												
5pts	5	Part two: Written expression												
		<table border="1"> <thead> <tr> <th>Criteria</th> <th>Relevance</th> <th>Semantic coherence</th> <th>Correct use of English</th> <th>Excellence (vocab+ creativity)</th> <th>Final score</th> </tr> </thead> <tbody> <tr> <td>S. Exp. M, TM, GE</td> <td>1</td> <td>1</td> <td>2</td> <td>1</td> <td>5</td> </tr> </tbody> </table>	Criteria	Relevance	Semantic coherence	Correct use of English	Excellence (vocab+ creativity)	Final score	S. Exp. M, TM, GE	1	1	2	1	5
Criteria	Relevance	Semantic coherence	Correct use of English	Excellence (vocab+ creativity)	Final score									
S. Exp. M, TM, GE	1	1	2	1	5									

العلامة		(Space Exploration) عناصر الإجابة: الموضوع الثاني												
مجموع	مجزأة													
15pts 08 pts 2	0.5×4	Part one : Reading A/Comprehension: 1. True or False a. True b. False c. True d. True 2. Answering questions a. No / No, it is not. b. The benefits of space exploration mentioned in the text are scientific knowledge, inspiration and the expansion of our frontiers(establishing a human presence on other worlds) c. We have many problems here on Earth (climate change, hunger, overpopulation and underdevelopment) Or we have got enough challenges here at home (on Earth) Or Earth problems should take priority over exploring and/or establishing a human presence on other worlds 3. Cohesive markers: a. it (§1)→ the sheer cost / the cost b. It (§2)→ space exploration c. these (§4)→challenges (climate change, hunger, overpopulation and underdevelopment) 4. Title: b. The Costs and Benefits of Space Exploration.												
4	1 1.5													
1.5	0.5×3													
0.5	0.5													
07 pts		B/Text exploration												
1.5	0.5×3	1. Lexis: a. send (§2) b. innumerable (§3) c. priority (§4)												
1.5	0.5×3	2. Morphology: opposites keeping the same root Irrelevant - unfair - inhuman												
2	1×2	3. Combining pairs of sentences: a. Despite being costly, space exploration has many benefits. Or: Despite its (high) cost, space exploration has many benefits. b. If scientists develop space technology, they will/may be able to explore other planets.												
2	0.5×4	4. Gap filling: 1. hitting 2. happen 3. extinction 4. Threat												
05pts		Part two : Written expression <table border="1"> <thead> <tr> <th>Criteria</th> <th>Relevance</th> <th>Semantic coherence</th> <th>Correct use of English</th> <th>Excellence(vocab & creativity)</th> <th>Final score</th> </tr> </thead> <tbody> <tr> <td>Common stream</td> <td>1</td> <td>1</td> <td>2</td> <td>1</td> <td>5</td> </tr> </tbody> </table>	Criteria	Relevance	Semantic coherence	Correct use of English	Excellence(vocab & creativity)	Final score	Common stream	1	1	2	1	5
Criteria	Relevance	Semantic coherence	Correct use of English	Excellence(vocab & creativity)	Final score									
Common stream	1	1	2	1	5									