العلامة		عناصر الإجابة الموضوع الأول (Misleading Advertising)
مجموع	**مجزأة**	
15pts **08pts** 1 2 3.5 1.5	1 0.5x4 1 1 1.5 0.5x3	Part One: Reading **A- Comprehension**: 1- The text is a web article 2- True or false statements: a. F b. T c. T d. F 3- Answering questions: a. (It did not say) it had sliced its bread much thinner than its competitors. b. The celebrity uses the product and may even depend on it for his/her/their success c. No, it does not. Justification: Consumers mistakenly think that eating light food means eating healthful food. 4-Cohesive markers: a) its (§1) → brand of bread b) them (§2) → advertisers c) which (§3) → labelling food as light

B- Text Exploration:

1. Definitions: a) slice   b) implicit   c) believe

2. Morphology**:**

Prefix	*Root*	*Suffix*
mis	lead	ing
//////////	entire	ly
//////////	differ	ent

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?

4. Re-ordering Sentences**:**
   1. c – 2. a – 3. d – 4.b (0,5 for opening sentence and 0,5 for each correct link)

Part two: **Written expression**

Criteria	Relevance	Semantic coherence	Correct use of English	Excellence (vocab+ creativity)	Final score
S. Exp, M , TM, G.E.	1	1	2	1	5

(Left column marks for B- Text Exploration: **07pts**, 1.5 (0.5x3), 1.5 (0.5x3), 2 (1x2), 2 (0.5x4); Written expression: **5pts**, 5)

العلامة		عناصر الإجابة: الموضوع الثاني (Space Exploration)
مجموع	**مجزأة**	
15pts **08 pts**		Part one : Reading **A/Comprehension:**
2	0.5×4	*1.* True or False a. True b. False c. True d. True

4	1
	1.5
	1.5
		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

1.5	0.5×3	*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)

0.5	0.5	*4.* Title: b. The Costs and Benefits of Space Exploration.
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 **Ir**relevant - **un**fair - **in**human

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**

Criteria	Relevance	Semantic coherance	Correct use of English	Excellence(vocab & creativity)	Final score
Common stream	1	1	2	1	5