

## شكراً لتحميلك هذا الملف من موقع المناهج الإماراتية



## مراجعة الامتحان التكويني الثاني

موقع المناهج ← المناهج الإماراتية ← الصف الحادي عشر ← لغة انجليزية ← الفصل الأول ← الملف

تاريخ نشر الملف على موقع المناهج: 2023-10-23 09:11:23 | اسم المدرس: Ibrahim Anas

## التواصل الاجتماعي بحسب الصف الحادي عشر



## روابط مواد الصف الحادي عشر على تلغرام

[الرياضيات](#)

[اللغة الانجليزية](#)

[اللغة العربية](#)

[التربية الاسلامية](#)

## المزيد من الملفات بحسب الصف الحادي عشر والمادة لغة انجليزية في الفصل الأول

[مواصفات الامتحان النهائي المسار المتقدم](#)

1

[مواصفات الامتحان النهائي المسار العام](#)

2

[مراجعة التقييم الأول](#)

3

[أسئلة الاختبار التشخيصي](#)

4

[حل أسئلة الامتحان النهائي - المسار المتقدم](#)

5

G11

English Booklet

Al- Manara Private School-MBZ 1

2024



## The skills

- Identifying the main idea and details
- Skimming for the topic and the main ideas

First

Term



Second  
test  
revision

Prepared by  
Anas Ibrahim

Principal  
M. Rashwan



## Reading comprehension

Match the headings below (1 to 6) with the paragraphs (A to F)

- 1 Consumerism and the Human Brain
- 2 Human weakness that derives consumerism
- 3 Need for good self-image
- 4 Identical products
- 5 Self-fulfilling prophecy
- 6 Making choices

**A**.....

We are all consumers. We all buy and use products and services; that is, we consume . The word comes from the Latin *consumere*, which means “to use up, to waste or destroy.” Most of us don’t think of ourselves as wasteful or destructive, but the world access is based on consumerism. Today, people worldwide have greater economy than ever before to a huge variety of products and, often, to dozens of brands of the same product. What makes us decide to buy Brand A instead of Brand B when the two items are really identical? Why do we buy things that we don’t actually need? The answer lies in marketing – the advertising and selling of products. Successful marketers use their knowledge of psychology and, increasingly, of recent studies of the human brain to persuade us to consume more and more.

**B.....**

A good understanding of human weakness is essential if a company wants to sell a product. One way that advertisers persuade us to buy a product is by targeting our dissatisfaction with ourselves, our fears. Consider for a moment a typical fear – fear of being offensive to other people. Advertisers persuade us, for example, that if we don't buy their mouthwash, we'll have bad breath and offend other people. Dentists tell us that mouthwash is actually unnecessary; they explain that we need only simple dental hygiene – regular, correct use of a soft toothbrush and of dental floss. But we continue to spend money on mouthwash, breath freshener, and breath mints. Our fear of offending people outweighs our dentists' logic.

**C.....**

In a similar way, advertisers also take advantage of our need for a good self-image, our desire to appear attractive, successful, and even exciting. One example is the recent popularity of SUVs in the United States – sport utility vehicles. These vehicles are more expensive than most cars. They use more gas and create more pollution than most cars. They take up more space than most cars. But TV commercials show them climbing rocky mountain roads and crossing rivers, which seems exciting to many people. Most people who buy an SUV never get out of the city. They spend their morning commute in traffic, not driving up and down mountains. Although it may seem irrational, advertisers persuade them that SUV owners are people with an exciting life.

**D.....**

With so many different (but almost identical) brands of the same product, what causes us to choose one brand instead of another? According to Dr. Alan Hirsch, our sense of smell actually influences our opinion of a product and our decision to buy it. A scientist at the Smell and Taste Treatment and Research Foundation in Chicago, Hirsch ran a careful, wellorganized study. There were two identical rooms with an identical pair of sneakers in each room. There was only one difference: he sprayed one of the rooms with a scent of flowers. Volunteers entered each room and answered questions about the sneakers. The result was that 84 percent of the people preferred the sneakers in the room with the floral smell even though they were exactly the same as the ones in the other room!

**E.....**

There is also the effect of self-fulfilling prophecies. A self-fulfilling prophecy is a situation in which people cause a prediction to come true. (For example, a teacher tells a class that they are especially intelligent, and that semester the class does especially well on exams.) In marketing, a successful advertisement persuades consumers that a product works well; their belief causes them to use the product in such a way that it does work well. For example, the ads for Brand X of a diet pill say, “Take this pill, and you will lose weight because you won’t be hungry.” So people buy Brand X. Because they believe it will cause weight loss, they begin to eat less. They establish a new habit of eating less. The result? They lose weight. Is this because of the pill or because they are eating less?

**F** .....

Most of us like to think that we are reasonable, independent thinkers. We like to believe that we have a good reason for our choices. We don't want to buy products because of some strange compulsion – some irrational desire that we can't control. The truth is, however, that with their increasing knowledge of what goes on in the human brain, marketers might have more power over us than we realize.

**Having own business is better than working for others. In not less than 150 words, write an opinion essay to agree or disagree.**

**Remember to use expressions like:**

- I think
- I believe
- In my view points

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





